MAY 22, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag of Radio

Broadcast Advert

Detroit Public Library Avenues
Woodward & Kirby
Detroit 2, Michigan

# Each an Outstanding Lead the Market Served!

PUBLIC LIBRARY
MAY 24 1944
DETROIT

In the teeming steel and coal belt of the nation spearheaded by WHEELING—

**WWVA**
50,000 WATTS

In the booming No. 1 Florida market spearheaded by MIAMI—

**WFTL**
10,000 WATTS

In the record producing market of Northwestern Ohio and Southern Michigan spearheaded by TOLEDO—

**WSPD**
5,000 WATTS

In the great metropolitan market of the South, spearheaded by ATLANTA—

**WAGA**
5,000 WATTS

In the famous direct response market spearheaded by FAIRMONT, West Virginia—

**WMMN**
5,000 WATTS

In the thriving Ohio Industrial market spearheaded by LIMA—

**WLOK**
250 WATTS

In the rich Southeastern Ohio market spearheaded by ZANESVILLE—

**WHIZ**
250 WATTS

**Skilled Individual Station Management and Pooling of Collective Experience Have Established Leadership of Fort Industry Stations!**

**FORT INDUSTRY COMPANY**

A FORT INDUSTRY STATION

*If It's a Fort Industry Station You Can Bank on It!*

# AH-H! A HORSE OF A DIFFERENT FEATHER!

Who knows? Maybe the horse which Bing Crosby needs is lurking among the clouds around the tip of WKY's new 915-foot antenna. But shucks, with Pegasus in the Crosby stables, what would the writers do for jokes?

Flying horses around Oklahoma City these days, as a matter of fact, are harnessed to P-38's, B-29's, C-47's and sundry other military aircraft being built, flown and serviced at Oklahoma City's aircraft plant, Air Service Command depot, and various army and navy establishments.

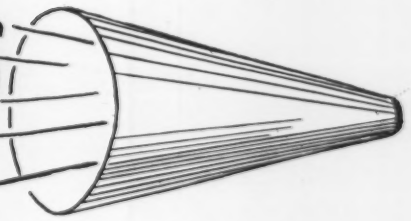
WKY's new 915-foot tower, already a landmark easily visible from miles around, is just one of the distinctive features of a new transmitter installation nearing completion at a cost of nearly a quarter-million dollars. With these new facilities, WKY's daytime coverage, already greater than that of any other Oklahoma City station, will be materially increased and its nighttime coverage nearly doubled. The extraordinary height of the tower, one of the two highest in America, was designed especially for the coming of FM and Television for which WKY is preparing in earnest.

WKY's dominant position in Oklahoma today is the result of forward-looking planning yesterday. Its position tomorrow is being determined by its building and planning today.

**WKY**
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

# IF IT'S RESULTS YOU WANT



## *In the Nashville Market*

## AT A LOW COST

## *Analyze This Hooper Rating*

***Months—February—March, 1944***

**Total Coincidental Calls—This Period 13,090**

| Station | A | WSIX | B | Others |
|---|---|---|---|---|
| MORNING INDEX Mon. thru Fri. 8:00-12:00 A. M. | 33.3 | **37.8** | 28.9 | 0.0 |
| AFTERNOON INDEX Mon. thru Fri. 12:00-6:00 P. M. | 29.5 | **32.4** | 38.1 | 0.0 |
| EVENING INDEX Sun. thru Sat. 6:00-10:00 P. M. | 30.0 | **19.7** | 50.2 | 0.1 |

WSIX has shown a steady listener increase for the past six consecutive months and is still gaining.

*The Katz Agency, Inc., National Representatives*

*Blue* *Mutual*

**5000 WATTS**

# WSIX

*"The Voice of Nashville"*

**NASHVILLE, TENN.**

**980 KILOCYCLES**



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WWL Advt.
April, 1941

Today—

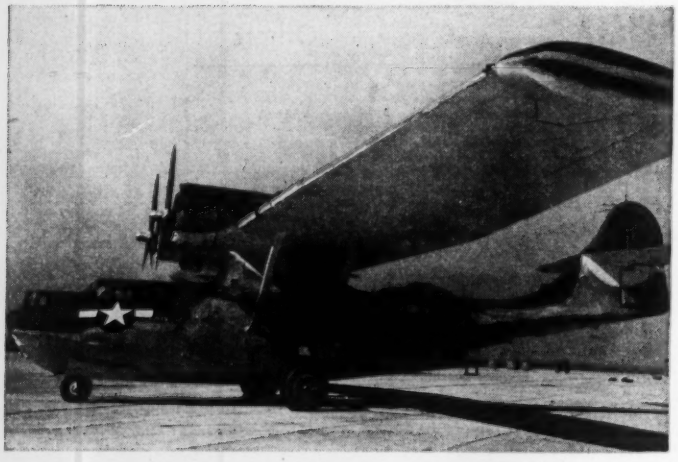
When You Think of

NEW ORLEANS

. . . You Think of

Consolidated Vultee PBY Patrol Bombers

MADE IN NEW ORLEANS



. . . AND

WWL

NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

*WWL Dominates the NEW Deep South—*
*Headed for PERMANENT Prosperity*

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



SUBSCRIPTION PRICE: $5.00 per year 15c per copy

# BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising



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*IN THIS ISSUE—*


| | |
|---|---|
| Six Stations Sold in Record Deals | 7 |
| Comdr. Craven to Join Cowles' Stations | 7 |
| News Sponsoring Ban Reported in S-814 | 8 |
| Film Industry Big Timebuyer | 8 |
| Broadcasting's Impact on the Listener —*By Dr. Matthew N. Chappell* | 9 |
| Company May Own 5 Video Outlets, FCC Says | 10 |
| No Stopping Television, Fly Tells REC | 10 |
| FCC Acts to Ease Rule on Recordings | 12 |
| FCC Denies Duopoly Petitions Indicating Rigid Enforcement | 12 |
| Fly Admits Contempt of Cox Inquiry | 14 |
| Fly-Wallace Letter Exchange Distributed | 14 |
| 'Reader's Digest' Signs 'Town Hall' | 16 |
| Cohen to Manage ABSIE for OWI | 16 |
| PAA Meeting Stresses Commercials | 20 |
| Creutz Replaces McIntosh at WPB | 22 |
| OWI to Prepare 20-Second Spots | 24 |
| 5th War Loan Dominates OWI Packet June 2 | 30 |
| Banks Expand Use of Radio | 32 |
| FCC to Review Station Program Logs | 60 |
| IBEW Strikes Threaten 25 Stations | 66 |



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in Nebraska's Capitol City Area

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Rodriguez and Sutherland

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN Nebraska

"Nebraska's Capital City Station"

# Corporal Jackson needed Fountain Pens . . .

# AND GOT THEM!

*CPL. ROSCOE JACKSON was a fountain pen repair man before Pearl Harbor. It was in the Mediterranean theater where gun fire cut him down, and sent him to bed at Ashford General Hospital in White Sulphur Springs, W. Va., near Charleston.*

*Although Cpl. Jackson was bedridden, he resumed his former trade—repairing pens for the military detachment and other patients at Ashford General.*

*His story came over our UP wire, and mentioned that he was having a hard time trying to find pen parts to continue his work.*

*We carried the story on our Purity Maid Journal of the Air, and after reading it, our announcer casually mentioned that anyone having an old fountain pen could put it to good use by sending it to Cpl. Jackson.*

*Yes, Cpl. Jackson needed fountain pens—and got them through WCHS listeners.*

*Not only did they send worn-out pens, but many sent pens to be repaired (3542 within a few days). Cpl. Jackson is "head over heels" in the pen repair business now—with plenty of parts to do the job.*

★ ★ ★

***Here indeed is an example of the influence WCHS exerts upon its listeners—an influence that means sales for advertisers.***

# WCHS

**CHARLESTON, W. VA.**

**5000 on 580 • CBS**

John A. Kennedy, President

Howard L. Chernoff, Managing Director

Represented by THE BRANHAM CO.

# SHE'S WONDERFUL—
# BUT WHAT'S HER NAME?

Pity the plight of the poor advertiser who woos the public with charm and ardor (not to mention good dollars)—but who sometimes finds that the public remembers everything except the name of the product being advertised!

When you use Sonovox in your radio commercials, your prospects *know* what you're advertising. Sonovox puts the same attention-value into your plugs that entertainment puts into your shows. How do we know? Because *sponsor identification ratings prove it.*

If you haven't seen the charts, you've missed one of the prettiest sights in radio! Because they show how Sonovox users actually have made very substantial increases in the dollars-and-cents value of radio advertising, at fractional increases in cost.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

## WRIGHT-SONOVOX, INC.

*"Talking and Singing Sound"*

**FREE & PETERS, INC.,** ***Exclusive National Representatives***

### Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
*Badger and Browning & Hersey, Inc.*

American Industries Salvage Committee (Steel Scrap Drive)
*McCann-Erickson, Inc.*

Buick Motors Division, General Motors Corp.
*Arthur Kudner, Inc.*

Chicago, Milwaukee, St. Paul & Pacific R. R.
*Roche, Williams & Cunnyngham, Inc.*

Colgate-Palmolive Peet Company (Vel, Palmolive)
*Ward Wheelock Co.* and
*Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
*Ruthrauff & Ryan, Inc.*

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
*Ruthrauff & Ryan, Inc.*

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
*E. T. Howard Co.*

Feltman-Curme Shoes
*Russell C. Comer Advertising Co.*

Forum Cafeterias of America
*R. J. Potts-Calkins & Holden, Inc.*

Griesedieck-Western Brewery Co. (Stag Beer)
*Maxon, Inc.*

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
*Campbell-Ewald Co., Inc.*

Andrew Jergens Co. (Woodbury's Products)
*Lennen & Mitchell, Inc.*

Lever Brothers Co. (Lifebuoy Soap)
*Ruthrauff & Ryan, Inc.*

Lyon Van & Storage Co.
*Batten, Barton, Durstine & Osborn, Inc*

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
*Warwick & Legler, Inc.*

Pan American Coffee Bureau
*Buchanan & Co., Inc.*

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
*Ruthrauff & Ryan, Inc.*

Radio Corporation of America
*Ruthrauff & Ryan, Inc.*

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
*J. Walter Thompson Co.*

Stanco, Inc. (Mistol)
*McCann-Erickson, Inc.*

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
*Cockfield, Brown & Co., Ltd.*

*Space no longer permits a complete list of Sonovox users.

**CHICAGO:** *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 21 WASHINGTON, D. C., MAY 22, 1944 $5.00 A YEAR—15c A COPY

# 'Bulletin' Buys WPEN; Cowles in N.Y.

## Westinghouse Gets KEX; WNBC to O'Neil; KTBS-KTHS Swap

By SOL TAISHOFF

IN A record-breaking siege of station transactions, a half-dozen transfers involving approximately $1,725,000, were completed last week.

The transactions, subject to FCC approval, were:

(1) Sale of WPEN Philadelphia and WPEN-FM, by the Arde Bulova interests to the *Philadelphia Bulletin* for $620,000. The *Bulletin* is headed by Robert McLean, president of the Associated Press.

(2) Sale of WNBC Hartford, by the Bulova interests to W. O'Neil, president of General Tire & Rubber Co. and of the Yankee Network, for $220,000.

(3) Purchase of WHOM Jersey City, covering the New York area, by the Iowa Broadcasting Co., headed by Gardner Cowles Jr., for $350,000 net (overall price, including receivables, of $403,000) from Joseph Lang and Paul F. Harron and their wives.

(4) Purchase of KEX Portland, Ore., sister station of KGW, by Westinghouse Radio Stations Inc., from the Portland *Oregonian* for $400,000.

(5) Exchange of KTBS Shreveport, La., sister station of KWKH, by the John D. Ewing newspaper interests to a group headed by John C. McCormack, former general manager of both stations, for KTHS Hot Springs, Ark. No monetary consideration involved.

(6) Sale of WFPG Atlantic City, by a score of stockholders, including Rep. Elmer H. Wene (D-N.J.), Democratic nominee for senator, for $83,775.

### Duopoly Sales

Several of the transactions were prompted by the FCC's "duopoly" regulations. At least a half-dozen others are in the offing.

A quick check of sales of standard stations consummated during the last few months, still awaiting FCC aproval, shows a total of a dozen transactions involving considerations totalling approximately $5,000,000. These include sale of WQXR New York to the *New York Times* for approximately $1,100,000; WJJD Chicago to Marshall Field, *Chicago Sun* publisher, for a total of $750,000; WINX Washington to the *Washington Post* for $500,000; WIBC Indianapolis to the *Indianapolis News* for $440,000; KSO Des Moines by the Cowles interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000; WCOL Columbus to the Pixley family for $250,000; and KID Idaho Falls to a group of Idaho businessmen, for $101,000. Another dozen transfers, however, are pending, based on transactions which antedated the FCC's duopoly order barring dual ownership of stations in the same or overlapping areas.

The Cowles purchase of WHOM is seen as the forerunner of other station acquisitions by Gardner Cowles Jr. and his brother, John Cowles. T. A. M. Craven, member of the FCC who retires June 30, will become a vice-president of the Iowa Broadcasting Co. and presumably will supervise Eastern operations, including WHOM. Negotiations for the acquisition of other outlets by the Cowles group in the East are understood to be in progress.

### Bulova Interests

With the sale of WPEN and WNBC, subject to Commission approval, Mr. Bulova, head of the watch company, is left with the unrestricted control of two stations—WNEW New York and WCOP Boston. He has already contracted for the sale of WOV New York to the Mester Bros., food merchants, for $300,000 (set for hearing by the FCC) and for the disposition of WELI New Haven to Col. Harry C. Wilder, operator of WSYR Syracuse, WTRY Troy, and WKNE Keene, N. H., for $225,000. It is understood that WNEW will be retained by Mr. Bulova and his associates, including Milton F. Biow, head of the advertising agency.

Mr. Bulova, under the WPEN-WELI-WOV-WNBC transactions, would realize approximately $1,350,000. It was expected the WCOP transaction, if completed, would yield in the neighborhood of a quarter of a million dollars.

Harold A. Lafount, former radio commissioner and general manager of Bulova station operations, is identified in the ownership of certain of these stations and is the licensee of WORL Boston. It is presumed Mr. Lafount will retain that station. Both the WOV transaction and that contemplated for WCOP would grow out of the FCC duopoly order, which covers management as well as ownership in the same areas.

Announcement of the sale of KEX was made jointly by Walter Evans, vice-president of Westinghouse, and Palmer Hoyt, publisher of the *Oregonian*. The transaction, after approval by the FCC, would become effective on Dec. 31.

It was announced that the disposition of KEX by the *Oregonian* complies with the recent duopoly order of the FCC. KEX, an af-

(Continued on Page 54)

# Comdr. Craven to Join Cowles' Station

## Takes Executive Post; Dr. Irvin Stewart Mentioned

UPON HIS retirement from the FCC on June 30, Commissioner T. A. M. Craven, will become vice-president of the Iowa Broadcasting Co., with headquarters in Washington, BROADCASTING learned last week from Gardner Cowles Jr., president of the Cowles stations, executive editor of the *Des Moines Register-Tribune* and *Look*.

With the formal announcement last Tuesday at the White House that Commissioner Craven had notified the President he did not seek reappointment, confirming the story published in BROADCASTING May 8, Mr. Cowles stated that Comdr. Craven would hold a top executive post with his stations. He also will supervise expanded IBC operations in radio, which already include acquisition of WHOM Jersey City, subject to FCC approval.

Other stations in the East also may be acquired and the organization contemplates a large scale television and FM development program, probably seeking the limit of six FM stations under a single ownership, as well as the maximum of five television stations permitted under the regulations Comdr. Craven will have executive duties beyond those of a strictly engineering nature.

### Dr. Stewart Mentioned

The only name heard mentioned for the Craven post was that of Dr. Irvin Stewart, former member of the FCC, and who was Commissioner Craven's predecessor. Dr. Stewart served on the FCC from 1934 until 1937, when he resigned to join the Carnegie-endowed Committee on Scientific Aid to Learning as director. Since 1940 he has been serving as executive secretary of the National Defense Research Committee, highly important scientific agency created to handle secret war developments.

A native of Fort Worth, Dr. Stewart participated in the framing of the Communications Act of 1934 as aide to Speaker Sam Rayburn, then chairman of the House Interstate & Foreign Commerce Committee. He was former radio expert of the State Department and has attended a number of international radio conferences on allocations. During his tenure on the FCC, he was chairman of the Telegraph Division at the time the Commission was separated. He participated in consideration of broadcast matters, however, then considered by the FCC *en banc*.

A Democrat from the District of Columbia, Commissioner Craven will be succeeded by one of like political faith so there will be re-

(Continued on Page 58)

# News Sponsoring Ban Reported in S-814

## Mystery Shrouds Bill; Meeting Tuesday?

AN AURA of mystery last week enveloped the Senate Interstate Commerce Committee over widely circulated reports that Chairman Wheeler (D-Mont.) proposes to include in the revised White-Wheeler Bill (S-814) a provision banning sponsorship of news and commentators as a matter of law. A Committee meeting, it was learned, has been tentatively called for Tuesday (May 23).

### Wheeler Silent

Efforts to get from Chairman Wheeler any answer to the question brought the retort that he would have a statement to make later. He would give no inkling of the scope of the bill or of Committee plans. All of the news associations—AP, UP and INS—were perturbed over the reports which for some time have been current in radio circles [BROADCASTING, May 15]. Efforts by these associations to ascertain whether the revised bill would contain such a far-reaching ban proved futile. Similarly, Sen. White (R-Me.), co-author of the bill, was non-committal but, along with Sen. Wheeler, predicted that the revised draft would be available soon.

It is generally felt that if the bill contains such a provision, it would never get out of Committee or be passed by Congress. While no one questions the report that Sen. Wheeler, a persistent critic of the Winchell-Pearson type of commentator, would like to impose such a ban, it is felt that the provision would amount to restrictive legislation of the worst sort.

Chairman Wheeler met all inquiries with the observation that he would have something to say "on Monday" (today, May 22) about the bill. Aside from Sen. White, all other Committee members contacted appeared to be in the dark, except Sen. Moore (D-Okla.), who said Chairman Wheeler had advised him the Committee would be shown a revised draft of S-814 on Tuesday, May 23.

"I don't know why all the secrecy about legislation," he commented. "I understand there are to be provisions which were not discussed when we held hearings on the bill. If such is the case I think the full Committee should conduct further hearings before writing any legislation. Certainly I want to get the viewpoint of broadcasters and engineers, if I am asked to vote on legislation involving sponsored news and the clear channel stations."

Sen. Chan Gurney (R-S.D.), who a fortnight ago was renominated on the Republican ticket (virtually tantamount to re-election), said he had not been informed of a meeting. Neither had he been told what is in the revised measure but expressed the view that the "Committee is composed of 21 members who might have something to say". Sen. Gurney, former operator of WNAX Yankton, S. D., said he would withhold comment until after he sees the revised version, but remarked that he didn't think Congress could tell any particular business what commodities it could or could not sell.

Sen. Reed (R-Kan.) said he knew nothing about radio and that whatever "Wallace White says is all right with me". He attended only a few hearings on the White-Wheeler Bill.

### Little Hope of Passage

Although secrecy shrouded Chairman Wheeler's moves, proposed radio legislation and the Tuesday meeting were topics of Capitol Hill conversation. Considered significant was a lengthy visit last Thursday of Judge Samuel Rosenman, confidante and advisor to President Roosevelt, with Chairman Wheeler. Judge Rosenman went to Sen. Wheeler's office for lunch and remained nearly three hours.

Although the Senator declined to discuss the visit, which followed a 45-minute conference between the President and Sen. Wheeler a fortnight ago at the White House [BROADCASTING, May 15], speculation was that Chairman Wheeler and Judge Rosenman discussed pending radio legislation, the proposed international communications merger and the status of FCC Chairman James Lawrence Fly.

The NAB Legislative Committee, which met in Washington May 8-10, likewise was given no clue as to Sen. Wheeler's plans. The Committee, however, desires to see the Senate group consider the White-Wheeler bill, whatever its form, in the hope of procuring desired amendments or of catching things up in the House.

There appears to be little hope anyway of enactment of legislation at this session, with Congress slated to recess within a few weeks for the political conventions and the campaigning ahead. Rep. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, has said there was "little chance" that the House would consider any radio legislation this session, even though S-814 should pass the Senate.

The bill, aside from the controverted news sponsorship provision, is understood to provide for a five-man Commission with a rotating chairmanship in lieu of the present seven-man Commission with the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC.

Some light on Sen. Wheeler's views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in "presenting unhampered, factual news" and condemned the practice of selling news broadcasts.

The bill also is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as ex-officio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn't be sponsored.

It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.

**SEATED ON STEPS** of the GI radio station VU2ZY, in New Delhi, India, in a script conference are Pvt. Tim Horan (left) Boston, and Pvt. Charles (Chuck) Whittier, Wilkes-Barre, former sports announcer for N. W. Ayer & Son. Standing is Pvt. Eskil E. Holt, former engineer with KGB San Diego. The 50 w station, operated by a group of soldiers formerly active in radio, broadcasts transcriptions of popular shows aired in the U. S., programs of news, sports comment, music and GI talent. Others active in the operation of the station but not in the picture are Lt. Robert L. Black, Sandpoint, Ida., and formerly of KIT Yakima, Wash., and KMO Tacoma and Pfc. William Stulla, Los Angeles, announcer and producer who has appeared on the *Rudy Vallee Hour*.

# Film Industry Big Timebuyer; MGM Spends $1,000,000 in '44

## Stations to Furnish As Exhibitors Turn Theatres Invasion News to Radio Advertising

By DAVID GLICKMAN

FILM industry will contribute several million dollars to radio advertising during the coming 12 months according to term contracts signed and others in the making. Since curtailment of newsprint advertising, film executives have learned the effectiveness of paid radio plugs. As a result more studios show inclination to expand their radio time beyond the spot classification, if and when desirable regional and transcontinental network time is made available.

### MGM-RKO Big Users

Universal is developing its radio department in an effort to fill the void created by the newsprint shortage and restriction on space permitted for films, according to John Joseph, advertising-publicity director. Studio doesn't plan its own program, but will use radio for direct advertising.

MGM and RKO are using the medium most extensively, as are Warner Bros. and Paramount. Columbia, United Artists and Republic rely on spot announcements for coming and current film attractions. 20th Century-Fox, in addition to announcements, utilizes quarter-hour programs on local stations. Other studios are coming into radio gradually with increased use of spot announcements, five-minute programs and quarter-hour broadcasts, tying in, of course, with local exhibitors' current showings.

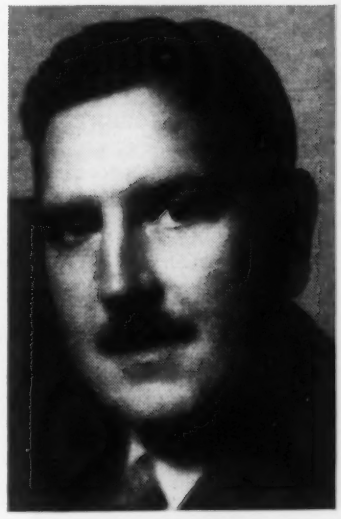
RKO following a 13-week test, with broadcast of May 29 expands the five-weekly *Hollywood Star Time* on 20 Blue Western stations to 177 stations, Monday through Friday, 3:15-3:30 p.m. (EWT). A showcase for current films and talent, program originates from film studio's Hollywood commissary. RKO pioneered in radio exploitation with highly successful campaigns for "Hitler's Children" and "Behind the Rising Sun". Warner Bros. recently bought quarter-hour spots on some 200 stations through-

(*Continued on page 56*)

# Broadcasting's Impact on the Listener

## *Sales Effectiveness in Relation to Conscious Impression Explained*

By DR. MATTHEW N. CHAPPELL
Consultant to C. E. Hooper Inc.



DR. CHAPPELL

**NEWSPAPER space salesmen may be licking their chops over the New York dailies' survey purporting to show that newspaper advertising in the retail field outpulls radio 5-1. Before they bubble over, however, we commend attention to the new book *Radio Audience Measurement* by Matthew N. Chappell, Ph.D. and C. E. Hooper, M.B.A. [Stephen Daye, Inc., New York, $3.50]. One study, titled "Sales Effectiveness of Programs in Relation to 'Conscious Impression' " is particularly apropos. It was written long before the New York newspaper study, with its obvious fallacies, was plastered in the newspaper trade press. A direct response to the analysis, to be prepared by Dr. Chappell, former Columbia psychology professor, will appear in an early issue.**

MUCH misunderstanding of the effectiveness of radio programs exists in the industry. Many advertisers appear to believe that in order to have any sales effectiveness a program must create a "conscious impression" on the listener.

The importance of the problem is enhanced by the well-known and well-developed human capacity for mentally "tuning out" sounds which are of no immediate interest. The belief that a "conscious impression" is essential to the modification of behavior is based on the assumption that man is a purely rational animal. The belief is, therefore, quite groundless. If it is necessary to produce a "conscious impression" in order to influence a listener, it follows that listeners to a program who are not aware of the name of the sponsor should use the brand no more than do non-listeners. That no such consciousness is essential to program effectiveness is demonstrated by the results shown in Table XIII.

### Use of Product

It will be seen from the table that in the case of each program the use of the product is much greater in homes that listen to the program but do not identify the product advertised than it is in non-listening homes.

These results are representative of the conditions found for most programs. In the case of Program B, the use of the product is found to be only a little less among non-identifiers than among identifiers. However, in the experience of the present writers there has been no case where the non-identifiers completely equalled the identifiers in use of the product. It is clear from these findings that a program's effectiveness in influencing the behavior of listeners is quite independent of any "conscious impression".

While it is true that listeners who identify the sponsor are influenced to a somewhat greater degree than those who do not, it does not follow that the one even contributes to the other. More probably both are the results of something else—the length of listening time. The longer a listener had listened to a given program the greater would be the probability that he would have learned the sponsor's name. By the same token, the greater would have been the program's opportunity to influence the listener's buying behavior. But the important point to be noted is that buying or other behavior may be influenced long before a "conscious impression"[1] is established.

These findings also have bearing on another problem which radio has inherited from the magazine field. It may be called the problem of the "Horse and Cart". The question asked concerning magazines is: Do people who read a magazine come to use a product because of the reading of a client's advertisement, or do they read the advertisement because they already use or are interested in the client's product? Which is the casual factor? Which is the Horse and which the Cart?

### In Magazine Field

The answer to this problem has proved very difficult to obtain in the magazine field. It is not surprising that the same question should be raised concerning radio. Specifically the question for radio is: Do people who listen to a program buy the product advertised as a result of the listening or do they listen to the program because they already use the product or are otherwise pleasantly disposed toward the sponsor?

If the program recruited listeners already favorably disposed to the sponsor, two conditions would follow as corollaries. First, all or most of the listeners should identify the sponsor. Secondly, those listeners who do not identify the sponsor should be no more favorably disposed toward the sponsor than are the non-listeners. Both of these corollaries are proved to be false by the results presented in Table XIII. In the case of listeners who do not identify the sponsor, the possibility that the listener listens because he has an interest in the sponsor reduces to an absurdity.

### Sales Effectiveness

The problem of "Horse and Cart" which has dogged the footsteps of measures in the magazine field, is solved in large part by the present method of studying program effectiveness. This method has a further advantage in that the use of "verified" groups reveals product effectiveness for new programs long before it can be discovered by most other methods of studying product use. The average sales effectiveness of the program is obtained by comparing the use of the product in the total listening group (verified listeners plus non-verified listeners) with the verified non-listeners group. In these overall comparisons the listening and non-listening groups are weighed according to their distribution in the population sampled.

These studies of program effectiveness are based on a minimum sample of 1,000 previously recorded listening homes and 2,000 to 3,000 homes that have been recorded as non-listening. The size of the latter group depends upon the popularity of the program and is typically larger than the sample of listeners because of the excessive shrinkage in verification.

[1] "Conscious Impression" as reflected in an index to "Sponsor Identification" is obtained only by the coincidental method.

TABLE XIII

Sales Effectiveness of Programs in Relation to "Conscious Impression" (Percent of Sample Using Sponsor's Brand)

| *PROGRAM* | *LISTENERS* | | *NON-LISTENERS* |
|---|---|---|---|
| | *Identify Sponsor* | *Do Not Identify Sponsor* | |
| A | 8.3 | 4.3 | 2.9 |
| B | 22.0 | 19.4 | 12.2 |
| C | 62.4 | 57.6 | 47.7 |

# New 'Radio Research' Volume Says Commercials Can Please

### Stanton and Lazarsfeld Find Hearers Gratified With Serials Which Provide Emotional Release

A SECOND *Radio Research* volume, a symposium of scientific investigation in the field, has made its appearance under the editing team of Paul F. Lazarsfeld, director of the Columbia U. Office of Radio Research, and Dr. Frank N. Stanton, CBS vice-president [*Radio Research*, 1942-1943, Duell, Sloan & Pearce, New York $5].

First survey results of the Program Analyzer are contained in the new volume, also an overall integrated picture of the daytime serial and a roundup of new techniques in listener research, all pointing, according to the editors, to the conclusion that far from arresting research, the war has "strengthened the demands for its continued development."

Readers will find a goldmine of new and original data in such chapters as the one dealing with experiences with the Lazarsfeld-Stanton program analyzer, by Tore Hollonquist, CBS study director. and Edward A. Suchman, of the research branch, Special Service Division, War Department. Applied to commercial announcement, for example, the analyzer chart has

(*Continued on page 52*)

# No Stopping Television, Fly Tells REC

## Chairman Lauds 'Great Job' Of RTPB

By BRUCE ROBERTSON

THERE IS going to be no stopping of television, FCC Chairman James Lawrence Fly declared last Thursday. Commercial television has been fully authorized by the FCC, he stated, and there is no question as to the continuance of "a steady green light".

Mr. Fly was one of three speakers at the opening session of the television seminar of the Radio Executives Club, which will continue for a 15-week term of Thursday evening meetings in NBC studio 6-A., RCA Bldg., New York. Murray Grabhorn, manager of National Spot Sales for the Blue Network and chairman of the seminar, introduced the speakers. Richard Hubbell, television producer and writer, conducted the question and answer session that followed the addresses.

Niles Trammell, NBC president, who opened the seminar, declared that advertising and radio executives should not only keep abreast but ahead of television because, "if a radio or advertising executive chooses to remain ignorant about television, the chances are, in a few more years, he is not going to be a radio or advertising executive any more."

Television will present "actual, living events in the same instant that they are taking place miles away, will present them both to the eye and ear, in motion, exactly the way they look and sound," and will present them "primarily in the home, where the whole family can look and listen with the utmost convenience, economy and relaxation," he stated.

For these reasons, Mr. Trammell said, "television is going to be the greatest thing in radio since broadcasting was invented and the greatest medium for advertising since the invention of the printing press."

Opening his talk, delivered from penciled notes, Mr. Fly said that he would not follow Mr. Trammell's "gentlemanly example" of avoiding controversial issues. In a hard-hitting discussion of the status of television, he decried the statements of newspaper editorial writers and other "amateurs who will not admit they are amateurs" on such highly technical problems as the increase in "ghost images" in television pictures transmitted on higher frequencies. He declared that there has been entirely too much talk on matters that can be settled only by research and urged that everyone concerned "stop talking and get back to the research laboratories and experimental stations".

Lauding the Radio Technical Planning Board for a "great job", Chairman Fly said that the television panel of the board has two recommendations "in the making". First is a somewhat improved system of 6-mc black-and-white picture transmission—and he said he saw no reason why the FCC should not incorporate the proposed changes in its television engineering standards. Second RTPB suggestion is that provision be made for 30 channels, each 20-mc wide, in the upper frequencies to be used for experimentation in the immediate future and subsequently for an improved commercial service.

### Encouragement to Industry

Both proposals are "highly meritorious," he said, stating that it is important that "no one erect commercial, technical or legal barriers" to television progress. The Commission has given the industry "full authority and encouragement to move forward", he stated, adding that as improvements are developed, the Commission will lift its engineering standards accordingly.

Pointing out that while much of the wartime scientific progress is cloaked in military secrecy, there is reason to believe that many developments have been made which can be applied to post-war television, Mr. Fly predicted that as the war progresses this research information may be reclassified and made available to video engineers. Lack of critical material has also halted any expansion of commercial television for the present, he continued, but he declared that materials are available for research and experimentation.

This "beneficent stalemate" of commercial television by the war affords the industry an opportunity for scientific advancement which should be utilized to the utmost, Chairman Fly declared. "Why talk today of freezing television standards at their present level of efficiency, or at any level below that achieved by the military and to be made known to industry?" he asked.

### Companies Control Development

Pointing to the possibility that these military developments may enable post-war television to start with a broad sweep that will give better pictures, perhaps in full color, from the outset, Chairman Fly admitted that he could not say for a certainty that this will happen, but he challenged anyone to say that it will not.

He reiterated his statement that this question cannot be settled by propaganda, but that the best technical advice is needed. The speed and degree of development will be largly controlled by the companies themselves, he stated, with RCA possibly in the best position to set the pace and project the outcome. It is "a grave responsibility", he added.

The long range interest of the manufacturers must ultimately conform to that of the broadcasters, Mr. Fly averred, pointing out that if they make a false start to the detriment of the public, it will certainly boomerang. If, with only 7,000 pre-war receivers sold to the public, there is an editorial demand that standards be frozen, he said, there will never be any progress when the public investment runs into the millions.

No one should delay television and its service to the public, Mr. Fly concluded, expressing disbelief that anyone, for a momentary advantage would do anything to interfere with the ultimate progress of this new means of communication. "Television is too important for that", he said.

Television is no "one-man show" but rather "a cooperative effort of major complexity and magnitude," Dr. A. N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the opening evening audience. Beginning with the public, whose willingness to support this new art and applaud its improvements will supply incentive and encouragement to the operators of television, Dr. Goldsmith first noted the broadcasters as playing a major role as program originators and distributors.

Then he listed the collaborating industries, such as motion-picture producers, "who may be called upon to provide transcribed programs on film and perhaps even packaged shows utilizing live talent"; a "vast industrial group" to manufacture transmitters and receivers; the advertisers who will sponsor video programs and the agencies who will represent the advertisers, and finally, the Government, which will "through its appropriate agency, study the needs and practices of television, promulgate the governing regulations and doubtless endeavor broadly to guide certain of the trends of television broadcasting operations."

### Fears Dual Operation

In the question-and-answer period that concluded the meeting, Chairman Fly was asked to comment on the proposal made several months ago by Dr. Goldsmith that while commercial television operation goes on at one level, research continue at a higher level and when a better system has been developed an interim period of dual operation be permitted, to avoid obsoleting receivers too rapidly. After a suitable time, commercial operation would be allowed only on the improved standards.

Mr. Fly expressed fear of dual operation, pointing out that if the industry had to develop and maintain a 20-mc system embodying color as well as a 6-mc system of black-and-white pictures, with different programming, it would be an almost impossible burden. In addition, he said, dual operation would require the allocation of many more frequencies to television than would be needed otherwise.

Mr. Trammell, asked if in view of Chairman Fly's insistence on improved standards he had relaxed his opposition to the CBS proposals, answered that if he understood Mr. Fly correctly, the Chairman was in favor of television going forward without delay after the war. "That is the identical position of NBC'", he stated. "The public should get television without any undue delay of two or three years. We will give it to the public on the best possible standards as soon as possible after the war."

# 5 Video Outlets May Be Owned By One Company, FCC Rules

### Supersedes Former Maximum of Three as FCC Acts On NBC Request for Seven Television Stations

A SINGLE company or organization may own or control a maximum of five television broadcast stations in lieu of the three heretofore specified, under an amendment to the television regulations adopted last Tuesday by the FCC. The action came on a petition filed last February by NBC, which was granted in part and denied in part.

NBC, coincident with filing of applications for five commercial television stations, supplementing the license it now holds in New York and a previously pending application in Washington, sought to have the Commission amend its regulations to specify a maximum of seven commercial television stations to a licensee. The Commission, in granting the NBC application in part, modified its regulations to specify five such stations. Commissioner C. J. Durr dissented and Commissioner Norman S. Case was absent.

NBC last February filed applications for new television stations for Chicago, Cleveland, Denver, San Francisco and Los Angeles. Simultaneously, NBC filed applications for five FM stations—in Washington, Cleveland, Denver, San Francisco and Los Angeles—but has pending two applications for new

(*Continued on page 62*)

# WHAT IS "PRIMARY DAYTIME COVERAGE?"

Many a time-buyer has been confused by conflicting coverage claims of reputable radio stations. Often, perhaps, because station-promotion copywriters haven't consulted their own engineers.

Radio engineers generally accept the following definition by Jansky & Bailey: "The primary coverage area of a broadcast station is that area throughout which interference-free reception is possible practically all of the time. By interference in this definition is meant any disturbance to clear reception resulting from static, electrical interference from non-radio electrical devices and *interference from other broadcasting stations which may be operating on the same or closely adjacent frequency assignments.*"

"Primary daytime coverage as defined above cannot be determined by mere measurement of field intensity, nor can it be defined by computing the total population residing within the 0.5 millivolt or any other contour line."

## F.C.C. STANDARDS DEFINE "PRIMARY COVERAGE"

The FCC engineering department has set up minimum standards for determining "primary coverage". They include:

(1) Minimum standards of signal strength required by the FCC engineering department, for primary coverage, are:

| | |
|---|---|
| Cities of 10,000 or more | 10 millivolts |
| Cities of 2,500 to 10,000 (Residential areas) | 2 millivolts |
| Rural | 0.5 millivolt |

(2) Since "cross-talk" or side-band interference by stations on adjacent channels severely limits *primary coverage*, the FCC engineering standards require that field intensity at the point of reception from the station being surveyed should be at least twice as strong as for any station on an adjacent channel—a 2 to 1 ratio.

Thus, Omaha, Nebraska (for instance) lies within WHO's 0.5 daytime millivolt contour line, but is not considered a part of WHO's "primary daytime coverage area".

## WE REPEAT . . .

A reputable firm of consulting engineers has determined the true "primary coverage area" of WHO and other Iowa stations, by the above FCC standards. So again we say—

> WHO has the largest daytime "primary coverage area" of any radio station in Iowa.

# WHO

## + *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

# FCC Acts to Ease Rule on Recordings

## Hourly Announcements Under Tentative Amendment

IN A MOVE to liberalize the requirements regarding announcement of recordings and transcriptions, consistent with pleas of broadcasters, the FCC last Tuesday unanimously adopted a tentative amendment to Section 3.407 of its rules and regulations, which would require identification announcements only at one-hour intervals, and still safeguard against misleading the public into the belief that the program is live talent. The existing regulations require announcements each 30 minutes, except when a continuous program would be interrupted.

Instead of establishing an effective date for the amended regulation, the Commission, by resolution (Order No. 120), served notice that interested parties may file statements or briefs in opposition to the new regulation. It added that requests for oral arguments would be considered. Briefs or statements must be filed by June 16.

### To Study Comments

The proposed rule, which will not become effective until the Commission reappraises it in the light of comments from the industry, due by June 16, is designed to eliminate the constant repetition of the recording announcement. For example, in the case of transcribed spots, at station breaks or in participating programs, no announcement would have to be made except at the end of a one-hour period. Then, it is pointed out, the only announcement required would be a recapitulation such as:

"During the past hour you have heard recordings, except for two five-minute news broadcasts."

Inherent in the language of the rule is the thought that the licensee must not indicate to the public that live talent is being used when it isn't. For example, there should be no dialogue between the announcer or emcee and fictitious stars or performers. The hope is that the desired result can be obtained without too much scrutiny or regulation. Under the existing rules, it is felt that in some cases announcers pay their respects to the letter of the law but violate its spirit.

### NAB Urged Modification

Requests for modification of the transcription order have been made intermittently over the years. The North Carolina Broadcasters Assn., meeting at Asheville last month with FCC Chairman James Lawrence Fly, inquired into the possibility of a modification of the regulation to make it less stringent. The NAB Board of Directors, at its meeting in Washington May 8-10, adopted a resolution formally petitioning the Commission to modify the regulation so as to lessen the frequency of the identifying announcement, contending that they became "obnoxious and repetitious" to the listening public. Transcription companies long have held that the electrical transcription requirement stigmatized recordings with the public.

The new regulation would be in two sections, as against four sections in the existing regulation. It would provide that no record program consisting of a speech, news, news commentator, or such programs where the element of time is of special significance, would be broadcast without an appropriate announcement being made at the beginning and end that it is recorded. The identifying announcement, it is stated, shall "accurately describe" the type of mechanical record.

Any other program consisting of a mechanical record or a series need not be so announced, but the licensee must not create the impression that the program being broadcast consists of live talent. In such instances, the identifying announcement need be made only once each hour.

### Text of Order

Following is the text of the FCC's order (No. 120) on the proposed change in rule:

At a meeting of the Federal Communications Commission, held at its offices in Washington, D. C., on the 16th day of May, 1944;

WHEREAS the Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

"Sec. 3.407 *Mechanical Records.*—(a) No recorded program consisting of a speech, news events, news commentator, forum, panel discussion, special events, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded pro-

(*Continued on page 60*)

# FCC Infers Rigid Enforcement By Denying Duopoly Petitions

## Dyer Contend WAIT, WGES Unaffected By Multiple Ownership; Others Ask Extension

INDICATIONS that the FCC plans to enforce with an iron hand, without regard to wartime conditions, its multiple owernship ban (Sec. 3.35 under Order 84-B) became apparent last week as petitions of two broadcasters, asking for additional time to dispose of their multiple holdings, were denied and a third was given 60 days, rather than the year requested.

Meeting *en banc* last Tuesday the Commission denied petitions and set for hearing license renewals of KFI and KECA Los Angeles, owned by Earle C. Anthony Inc. Petition of the Spartanburg Advertising Co., requesting a six-months extension to afford separation of WORD and WSPA and "orderly disposition' of one of the stations was denied. Commissioners Craven and Wakefield dissented in the Spartanburg and Anthony decisions.

### Westinghouse Petitions

Petition of Westinghouse Radio Stations Inc. for a year's grace in which to dispose of WGL and the restoration of a regular license for WOWO (now on temporary until May 31) was granted as amended by the Commission. License of WOWO was extended 60 days beyond May 31 to permit Westinghouse to "comply with Sec. 3.35". Commissioner Durr dissented.

Only one petition was granted in connection with the duopoly rule. The Commission held that 3.35 is inapplicable to WMFR High Point, N. C., and WGBG Greensboro, N. C. Petition had set out that the stock of WMFR was divided as follows: James E. Lambeth, 75 shares; Mrs. Helen M. Lambeth, his wife, 24 shares; James E. Lambeth Jr., a son, 1 share. Division of WGBG stock was listed: James E. Lambeth 40 shares; Helen M. Lambeth 100 shares; Frank F. Lambeth, a son, 10 shares; Ralph M. Lambeth, son and president, 100 shares.

### Other Petitions Filed

Meantime several other petitions have been filed under Order 84-B, adopted April 4 [BROADCASTING, April 10]. Effective date of the multiple ownership ban was suspended and the Commission voted unanimously to pass each case on its individual merits. Under 84-B broadcasters had one of three alternatives: (1) On or before May 31, 1944, file application effecting compliance with Sec. 3.35; (2) submit petition for extension of license for "such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation"; or (3) submit petition for a hearing to

(*Continued on page 57*)

# Programs Adapted To Flashes Urged

## Ad Men Hear White, Shirer Maj. Eliot at CBS Luncheon

SUGGESTION that commercial programs be written and produced, so far as possible, to permit the insertion of important news during the course of the program, was advanced by Paul White, CBS director of news broadcasts, at a pre-invasion luncheon given by CBS last Wednesday to advertising agency radio executives at the Waldorf-Astoria, New York.

He said that in most cases the news will be inserted at the beginning of the program, but warned that it may be necessary to break into the body of any program with a flash, presenting a greater problem for producers of dramatic programs than for comedy or musical shows.

Mr. White explained the "beep" system, by which CBS warns its member stations of an impending news bulletin or program—three beeps for a bulletin, five for a program—will open the next quarter-hour period. He also outlined the CBS plan of coverage of the invasion, assisted by Maj. George Fielding Eliot, who analyzed military problems, and William L. Shirer, who discussed enemy propaganda techniques.

William Gittinger, CBS vice-president in charge of sales, introduced Mr. White to the audience, which included two other vice-presidents, Frank White and Paul Hollister, among the network delegation. Among agency officials were:

Robert Collins, N. W. Ayer & Son; Tom Revere, Ted Bates, Walter Craig, Benton & Bowles; Bernard J. Prockter, Biow Co.; Leonard T. Bush, Compton Adv.; E. J. Fitzgerald and George G. Torney, Dancer-Fitzgerald-Sample; Frederick F. Wakeman and Jack Meakin, Foote, Cone & Belding; Reggie Schuebel, Duane Jones Co.; Joseph Katz, Joseph Katz Co.; J. H. Ellis, Arthur Kudner Inc.; Russell Johnson, McCann Erickson; L. L. Shenfield and E. G. Sisson, Pedlar, Ryan & Lusk; Morgan Ryan, Sherman & Marquette; Abbott K. Spencer, J. Walter Thompson Co.; H. Paul Warwick, Warwick & Legler; Wm. H. Weintraub, Wm. H. Weintraub, Inc.; Carlos A. Franco, Young & Rubicam. George Ludlum of the Domestic Bureau of the Office of War Inf rmation also attended.

WHEN JJRP at Anzio broadcast the first program direct from the front line [BROADCASTING, May 1] this type, SCR-299, Hallicrafter transmitter was used. William J. Halligan, president of the company, and Irene Varek test the instrument in the Chicago office. The Anzio transmitter also sent the first eyewitness accounts of the beachhead invasion in Morse code.

# Is Your Baltimore Radio Dollar Working Efficiently?

What are you getting for your money? Here's the 3-way test of your Baltimore radio dollar:

1. Coverage . . . find out how many radio homes you're getting in the Baltimore trading area.
2. Then check how many of those people are listening to the station you use at the time you use it.
3. Then divide the number of actual listeners by the cost of your program.

You'll know then how hard your dollar is producing. All the facts prove that there is one station that delivers more listeners-per-dollar-spent than any other.

That's W-I-T-H . . . and the facts are all down in black and white. Like to see them?

**TOM TINSLEY, President**

**Represented Nationally by Headley-Reed**

**THE PEOPLE'S VOICE IN BALTIMORE**
**ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK**

# Fly Admits Contempt of Cox Inquiry

## Blocking of Article for 'Reader's Digest' Described

By BILL BAILEY

ANOTHER STORMY episode in the Congressional investigation of the FCC flared up last week as Commission Chairman James Lawrence Fly again hurled invective at Rep. E. E. Cox (D-Ga.), former chairman of the House Select Committee to Investigate the FCC, and its former general counsel, Eugene L. Garey.

Mr. Fly heard himself charged with successfully blocking a story by Gretta Palmer, New York writer, in *Reader's Digest* after Mrs. Palmer had spent several weeks in Washington gathering material for the article. He didn't back down when he told the Committee he refused to give his version to the writer; neither did he attempt to hide his "contempt" for the "Cox Committee".

### Widely Condemned

"I was certainly in contempt of the Cox Committee as it was handled by the former chairman and by the general counsel," he said when Rep. Miller (R-Mo.), asked if he held the Committee "in contempt". Mr. Fly hastened to say that he had no criticism of the "present chairman", Rep. Lea (D-Cal.).

In his letter of last Dec. 29 to DeWitt Wallace, editor of *Reader's Digest*, Chairman Fly wrote: "The procedures of the Cox organization and of its unscrupulous counsel have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all this the present counsel (Mr. Garey) although not the present chairman, is determined to do a destructive job upon me by any and all devices regardless of the low character these devices might assume." (See this page.)

Reading from a memorandum she wrote *Digest* editors after the Fly letter was received, Mrs. Palmer said: "This article was suggested to me by Wendell Willkie, as Mr. Wallace knows, and not by anybody connected with the Select Committee." In New York Mr. Willkie was quoted as denying he suggested the article but said he did talk to Mrs. Palmer about it and referred her to William S. Paley, CBS president, and others in radio.

Mr. Garey, in Washington last week, declared he had not met Mrs. Palmer until "several weeks after she began working on her story". Harry S. Barger, chief investigator and now assistant general counsel, said Mrs. Palmer came to him and asked to see copies of the Committee hearing records and that later he introduced her to Mr. Garey.

Other disclosures before the Committee last week included these:

The FCC assisted the Navy in a simulated attack on Pearl Harbor Nov. 23, 1941, just two weeks before the Japanese sneak attack.

No longer does the FCC perform military radio intelligence functions except on request of the armed forces. All such work will be discontinued in full by June 30. George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division, testified, because of the Congressional cut of $1,000,000 from the RID 1945 fiscal year budget.

The Foreign Broadcast Intelligence Service, whose analyses and legality have been attacked in charges before the Committee, is performing a necessary wartime function and was "authorized by Acts of Congress", Dr. Robert D. Leigh, its director, testified.

Rep. Hart (D-N. J.), adjourning Friday's session, said future hearings would be held at the "call of the chair". Chairman Lea is expected back this week from California, where he has been campaigning for renomination. Attending last week's session were Reps. Hart, Miller and Wigglesworth (R-Mass.).

When Mrs. Palmer took the stand Wednesday Rep. Miller read into the record the letter Chairman Fly wrote Editor Wallace, protesting her article. She identified it as the one shown her by her editors and testified that she had written a "rough draft" of the story but never completed a final draft.

Rep. Miller asked her to read a note she had given the *Digest* editors regarding the article. She said she had "talked to Paley (William S., CBS president) and Paul Hollister of CBS, Niles Trammell of NBC, Lou Weiss of the Don Lee Company, Neville Miller of NAB, Sol Taishoff of BROADCASTING magazine and Louis Caldwell, lawyer for the Mutual chain, before I ever approached Eugene Garey or any member of the Select Committee."

Her memo told of attempts to see Mr. Fly, of his refusal to grant an interview, of her move through Morris Ernst, New York attorney and White House "supporter of Fly", and Commissioner C. J. Durr in an effort to see Chairman Fly. After outlining her contacts and work, Mrs. Palmer read: "The great unsolved puzzle . . . is how Mr. Fly has won to a position in which he can win arguments, in the military field, against Knox and Stimson—and can even refuse to give out fingerprints to the FBI on request?

"Even if he were the business-hating, power-loving, table-thumping radical his enemies say, the central question remains unsolved. That question is: Is Fly really the Frank Sinatra of the inner circle New Deal?"

Rep. Miller asked Mrs. Palmer to read the first draft of her article and the Committee itself was plunged into argument over the relevancy of such document. "I dont see what value it has," remarked Acting Chairman Hart. "It does seem important that some steps were taken to suppress the article." Rep. Miller countered: "I think we ought to be concerned if Mr. Fly charges this Committee puts scandalous testimony in the record." Chairman Fly interceded:

"At the time of my letter the article hadn't even been drafted." Rep. Hart ruled it out. Rep. Miller moved its admission. The vote was 2-0, Rep. Hart not voting and Mrs. Palmer began reading her 21-page document.

Throughout as the author read Rep. Miller interrupted to

(*Continued on page 61*)

**HUDDLING WITH** Charles R. Denny Jr., FCC general counsel, is Chairman James Lawrence Fly, (r), dubbed by Gretta Palmer, New York writer, the "Frank Sinatra of the inner circle New Deal". Fly-Denny conference took place as Mrs. Palmer told the House Committee to investigate the FCC last week that she made every effort to see the FCC chairman, but he refused to be interviewed for a story based on the Congressional probe.

# Fly-Wallace Letter Exchange Distributed by FCC Chairman

JUMPING the gun on Rep. Louis E. Miller (R-Mo.), who last Wednesday read into the record of the House Select Committe to Investigate the FCC, a letter written Dec. 29, 1943, by Commission Chairman James Lawrence Fly to DeWitt Wallace, editor of *Reader's Digest*, Mr. Fly distributed mimeographed copies of the missive, together with Mr. Wallace's reply, before Rep. Miller started reading. The two letters follow:

Dear Mr. Wallace:

I have been more than shocked recently to receive word that one of your writers, Miss Gretta Palmer, has been assigned the task of "doing a job" on me. She has made it clear to me and to others that the writing which she is doing will be based upon "information" and documents collected by the Cox Committee. This Committee has attained a nation-wide reputation as being the most notoriously unfair of all the so-called investigative committees that purport to do constructive work on behalf of the Congress. I am reluctant to believe that by treating with this one-sided subject matter you would have the *Reader's Digest* brought down to this lowest of levels.

I want to advise you that although this disreputable effort to "get" me has been going on for a number of months, neither I nor the Commission have ever been permitted to put a witness on the stand, to ask a single question of any witness, to offer a single document in evidence, to correct the record so that the deleted portion of documents are reinstated to refute charges wrenched from context or to answer by document unfounded and irresponsible charges that literally have been forced into the record. In short, no word of ours has been permitted to be uttered or placed in the record; our files have been culled for the dirtiest messes that innuendo could contrive; counter-availing evidence studiously avoided.

Thus, you have the most serious and scandalous of charges thrown out publicly and with the sole aim to destroy without any respectable or responsible evidence to back any of them up and without the slightest opportunity extended to me to disprove them. While the title of this Committee is the Select Committee to Investigate the FCC, the record is replete with examples which conclusively prove that it is I and I alone that this Committee and its counsel set out to destroy.

The procedures of the Cox organization and of its unscrupulous counsel have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all of this the present counsel (although not the new Chairman) is determined to do a destructive job upon me by any and all devices regardless of the low character these devices might ultimately assume. One of the effective ways of accomplishing this is to use a respectable publication of the widest circulation like the *Reader's Digest* to give the charges repeated currency and through countless repetitions a seeming validity. I understand that counsel for the Committee has cooperated most graciously with your Miss Palmer. With his ends clearly in mind, why not?

It is true that Miss Palmer offered to talk to me. However, you, she and the *Reader's Digest* must bear in mind that it is quite impossible for me in the course of a few hours or even days to lay out before her the oral testimony, the voluminous documents, and the great bulk of evidence which eventually will be submitted by me and the Commission to utterly disprove every one of the serious and unfair assertions. This proof, I can assure you, will be overwhelming. The Committee and the Committee counsel have spent this past year raking among disgruntled and

(*Continued on page 63*)

**GRETTA PALMER**, New York writer assigned by *Reader's Digest* to do an article on the House investigation of the Commission, testified last week that her story was shelved after FCC Chairman James Lawrence Fly wrote DeWitt Wallace, *Digest* editor, "warning" against publication of her article.

# *A DOUBLE-HEADER means PULLING POWER*

COUPLED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP

WOV
New York
THE KEY TO TWO MARKETS

# 'Town Hall' Signed By Reader's Digest

## Program Trustees Retain Hold On Type of Material

AS ANTICIPATED, the board of trustees of Town Hall, New York, last Tuesday authorized sponsorship by the Reader's Digest Assn., Chappaqua, N. Y., of *America's Town Meeting of the Air* on the Blue network. Approving a 399-week run on 170 stations at the present time, Thursday, 8:30-9:30 p.m., starting September 7. According to Mr. George V. Denny Jr., Town Hall president and forum moderator, the contract for a commercial network forum is the first in the history of radio.

### Others Nixed

In urging favorable action on the proposed sponsorship, Mr. Denny told the trustees that Dr. James Rowland Angell, NBC public service counsellor, who had surveyed Town Hall, recommended that the program find a sponsor, to insure its broadcast by a large number of stations, who are under no obligation to carry a sustaining feature. A number of other sponsors have sought the program, but their inquiries were not favorably regarded by the trustees, according to Town Hall. Mr. Denny described the Reader's Digest Assn., as the "ideal sponsor".

Each broadcast will announce the fact that full control of the program subjects and the speakers remains in the hands of Town Hall, as provided in the contract. Town Hall's board of trustees is the policy consultant body for all Town Hall activities, including the radio forum division, which is under the direction of Marian Carter.

### Three-Year Contract

Commercial sponsorship of network forums, and the danger of placing them under the aegis of a single radio advertiser, has been the subject of heated debates in Washington, in connection with FCC approval of Edward J. Noble's purchase of the Blue Network. Some months ago, the American Economic Foundation discontinued its sustaining forum on the Blue Network to release it to local stations as a transcription, available for local sponsorship. The foundation felt that the program could not maintain sufficient coverage as a network sustainer, and that a single national sponsor might be dangerous.

Town Hall has signed a contract with the Blue for three years, with renewal options for two years, allowing the network to sell the program, *Reader's Digest* being the only sponsor approved to-date. The Blue serves as agent for Town Hall in contracting for the sponsorship through BBDO, New York. Digest pays time and talent charges direct to the network, which forwards to Town Hall its share of the check each week. It is roughly estimated that *Reader's Digest* will be paying $4,000-$5,000 per week for talent and production costs, and in the neighborhood of $13,000 in time costs for the weekly hour on the Blue.

Charles Edison, former governor of New Jersey and Secretary of Navy from 1939-1940, was elected chairman of the board of trustees at the same meeting, succeeding the late Federick H. Wood. Mr. Denny was re-elected president for his eighth term.

**BEHIND THEIR OWN** lunch boxes in Chicago's Wrigley Bldg. are Hub Jackson and June Rollinson, timebuyers of Russel M. Seeds Co. who brought their own because Don Davis (right) president of WHB Kansas City, Mo., failed to feed them the last time he invited them to dinner. DeWitt Mower, WOR Newark sales manager (left) waits to be served.

# Edwin King Cohan Joins World Wide as Advisor

EDWIN KING COHAN, who resigned last January as CBS director of engineering, has been appointed technical advisor of World Wide Broadcasting Corp., operator of international stations WRUA WRUL WRUS WRUW and WRUX, whose transmitters are located at Scituate, Mass.

**Mr. Cohan**

He will be concerned with transmission and programming expansion plans which World Wide hopes to put into effect at the end of the war. He will also work with Walter W. Lemmon, president of World Wide and an executive of International Business Machines Corp. on other technical post-war problems. His headquarters are in the New York offices of World Wide, at 598 Madison Ave.

# Outposts Brought In

LESS publicized work of servicemen stationed in Alaska, Panama, and other theatres removed from actual battle areas will now be included as a weekly feature of NBC's *Army Hour*. The new policy went into effect with the May 21 broadcast, which was to originate from Alaska. Program was to include an explanation of the Army's press communication and public relations system, showing how news of every major campaign has been transmitted by radio and press back to this country with the least possible delay.

# Westinghouse Planning To Re-enter Set Field, Including FM and Video

STANDARD and FM sets, phonograph combinations and home television equipment will be built by Westinghouse Electric & Mfg. Co., Pittsburgh, following the war according to Walter Evans, vice-president in charge of the radio division.

The company discontinued home receiver production in 1928, Mr. Evans said, and is now manufacturing 51 times the radio equipment it produced before the war. With these expanded facilities at hand Westinghouse has decided to re-enter the radio set field because of the great demand for sets created by the deterioration of a large portion of some 50,000,000 sets in use at the start of the war.

Prospects for high quality in post-war television transmission and reception are excellent, he said, because many of the basic principles of television are similar to those used in modern military devices and because of expanded research in radio and electronics.

# Chicago Agency Becomes Roche, Williams & Cleary

ROCHE, WILLIAMS & CUNNYNGHAM changes its name to Roche, Williams & Cleary effective June 1. James M. Cleary joined the advertising firm 11 years ago as vice-president. He was formerly general sales manager of Studebaker, and prior to that was manager of promotion of WGN Chicago.

**Mr. Cleary**

J. V. Gilmour is new vice-president of the company. After several years in agency work he organized the J. V. Gilmour Co. which merged with Williams & Cunnyngham in 1927. The agency is moving its Chicago offices to the 22nd floor of the Field Bldg., 135 South LaSalle St.

A SPECIAL wartime award for "Distinguished Service to Safety" was presented May 13 to the Camden Plant, RCA Victor Division of RCA, by the National Safety Council.

# Cohen to Manage ABSIE for OWI

## American Station Broadcasting To Germany, Low Countries

PHILIP H. COHEN, former chief of the OWI Domestic Radio Bureau, has been appointed director of the new OWI radio station, ABSIE, in Great Britain and will leave soon to take over the post, BROADCASTING learned last week.

Mr. Cohen, who resigned last month to take a more active part in the war, will work closely with William S. Paley, CBS president, who is on leave with OWI as liaison to Gen. Dwight G. Eisenhower, Allied Commander in the European Theatre.

### Reaches Low Countries

ABSIE (American Broadcasting Station in Europe) began operations three weeks ago, carrying the *Voice of America* to Germany, France, Scandinavia and the Low Countries by both medium and shortwave [BROADCASTING, May 1]. Planned nearly two years ago by Robert E. Sherwood, OWI Overseas Director, the station uses 12 transmitters and is believed to be one of the most powerful in the world.

ABSIE is playing a leading role in OWI psychological warfare operations in connection with the coming invasion, broadcasting in various languages to reach enemy and occupied countries. In addition to sending out 8¼ hours daily of American programs, the station is being used for BBC broadcasts to the continent.

Many well know figures in American broadcasting will be associated with Mr. Cohen in the operation of ABSIE. These include Davidson Taylor, former Assistant Director of Broadcasts, CBS; Gerald Maulsby, former Assistant to Director of Broadcasts, CBS; Brewster Morgan, former CBS producer; Guy Della-Ciappa, former CBS program director; Edward Codel, former general manager, New Jersey Broadcasting Co.; Hermann Florez, former WOR transmitting engineer; George Funkey, former supervising engineer for Essex Broadcasters Inc., Detroit; Constance Ernst, formerly with CBS and Allied Recording Co., Los Angeles and James F. Kenney, former CBS field engineer.

### Started With OFF

Mr. Cohen has been with OWI's Domestic Branch for approximately 2¼ years, entering its predecessor agency, OFF, in 1941 as chief of government liaison of the Radio Bureau, then headed by Bill Lewis, former CBS vice-president. He had previously been associated with the Office of Education where he produced many educational programs and was responsible for some of the most important documentaries produced in the United States. He is 32 years of age.

# THIS "CHAIR" HAS *Time* TO SPEAK

This "chair"—the chair of Mayor in Los Angeles—is given *time* to speak over KFI each week. Thus, the people of Los Angeles have the opportunity to hear directly from the man in office concerning the conduct of their city government.

This is democracy in action.

Such public service has been 50,000 Watt Station KFI's privilege, its obligation, and its opportunity to become an increasingly vital force in this community's welfare.

KFI's undisputed leadership in Los Angeles is the natural result of top-ranking NBC programs combined with purposeful local programming in the local public interest.

**Mayor Fletcher Bowron Says:** "KFI renders an invaluable service to the citizens of Los Angeles by allotting time to the office of Mayor for a weekly report on civic problems and governmental affairs. A greater unity of understanding between the people and their government has been the obvious result."

The Mayor's Weekly Report over KFI is informal and completely non-partisan. Problems occupying the attention and energies of city officials are discussed, and suggestions are made by which citizens of the community may help in solving these problems. Citizens are invited to submit questions and complaints which are answered on subsequent broadcasts.

This Public Service Program is now in its fifth year.

**KFI**...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

# Rubicam to Leave Agency on July 1

### Continues as Director But Retiring From Activity

RAYMOND RUBICAM will resign as chairman of the board of Young & Rubicam on July 1, disposing of his holdings in the agency, of which he was a founder in 1923 and retiring from active business. He will continue as a director of the company and a consultant to the management.

No other changes in officers or directors are anticipated, the agency stated. Sigurd S. Larmon, president, will be its chief executive officer. Mr. Rubicam's stock will be made available to members of the organization over a period of time.

Born in Brooklyn, June 16, 1892, Mr. Rubicam was a reporter and salesman before entering advertising in 1916 as a copywriter for F. Wallis Armstrong Co. Three years later he moved to N. W. Ayer & Sons and in 1923 he and John Orr Young founded Young & Rubicam. Noted for his copy and for the origin of such well-known slogans as Steinway's "The Instrument of the Immortals" and Squibb's "The Priceless Ingredient," he also pioneered in research into the reading and listening habits of the American public.

His retirement is motivated by the wish to "devote some of the good years of my life to work outside of advertising and business," Mr. Rubicam said. He has made no specific immediate plans.

## WMCA to Air Sedition Trial as Public Service

IN KEEPING with his public service features since assuming the presidency of WMCA New York, Nathan Straus has made arrangements to cover the sedition trial in Washington of the 29 persons charged with conspiracy against the U. S. Government. A direct wire from WINX Washington to WMCA will be installed. Other stations in the East are being contacted to carry the sustaining program if they are interested.

Frank Kingdon, commentator, author and educator, will cover the trial and broadcast two quarter-hours daily, Monday through Thursday, beginning May 27. He will be heard over WMCA at 1:15 and 5:45 p.m. and over WINX at 12:45 and 6:45 p.m. Cost will be approximately $1,000 a week.

## No Sets to Be Made

CONTRARY to reports in the press, WPB has not authorized the production of new receiving sets for civilians and there is no prospect of such authorization this year, the Radio & Radar Division said Friday. Production of sets for civilians has been prohibited by WPB since April 1942. The military electronics equipment program for 1944 is approximately 50% above 1943 production, the Radio & Radar Division pointed out, so that the resumption of civilian set production is remote.

# *Dellinger Allays Fear of Long-Distance Interference in FM Portion of Spectrum*

FEAR that frequencies now allocated to FM are sometimes affected by long-distance interference including "bursts" is "not well founded", Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, has notified C. M. Jansky Jr., of Jansky & Bailey, consulting radio engineers, chairman of Panel 5, VHF Broadcast (FM) of the Radio Technical Planning Board.

At its April 11 meeting in Chicago Panel 5 adopted a resolution "subject to information to the contrary" that "it is the concensus of this Committee that the present position of FM broadcasting in the spectrum should not be changed". The Committee agreed to submit the long-distance interference problem to Dr. Dellinger and be guided by his advice.

"The point in question is that the frequencies concerned are sometimes affected by long-distanced interference," Dr. Dellinger advised, "contrary to an expectation that was widely held at one time and there is a fear that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. . . . I believe I may with propriety respond to that request, and the answer is that fear is not well founded."

Dr. Dellinger's letter continued: "During certain years of the sunspot cycle, F2-layer transmission at those frequencies occurs over long distance for short parts of the day, and sporadic-E transmission occurs at irregular times in all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly manifestation of, sporadic-E transmission. It may also be stated that no radio frequencies are free from transmission vagaries."

Dr. Jansky referred Dr. Dellinger's letter to members of Panel 55, together with ballots for mail voting. Dr. W. R. G. Baker, RTPB chairman, advised the VHF Broadcast Panel that its title should not be charged to FM Broadcast on the grounds that the change is "restrictive" and "does not appear necessary for purposes of clarification."

## KWKW Shift Granted

LICENSEE of KWKW Pasadena, Cal., Southern California Broadcasting Corp., last week was granted consent by the FCC for voluntary assignment of license to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, doing business as Southern Broadcasting Co., a limited partnership. Consideration is $60,000 plus the amount of indebtedness of the station. The four transferees were directors of the former licensee corporation in which they held non-controlling interests. Mr. Neal, president of KWKW and since June 1943 in a special capacity with Douglas Aircraft Corp., now holds 31½% interest. Mr. Foley, president of Investment Operations Corp., holds 25%. Mr. Buhlig, who also holds a quarter interest, is an investment advisor employed by Mr. Foley. Remaining interest is held by Mr. Earl who is owner of Wild Rose Ranch, Corona, Cal.

## Three Video CPs Sought

THREE new commercial television stations were sought in applications filed with the FCC last week. United Detroit Theatre Corp., Detroit, which is 74.35% owned by Paramount Pictures Inc., seeks a Channel 4 outlet. Remaining interest is held by Balaban & Katz, which operates WBKB, Chicago commercial video station. Licensee of WXYZ Detroit, King Trendle Broadcasting Corp., has applied for a Channel 2 outlet and WOW Omaha requests a Channel 1 station.

UNITED PRESS has established a new bureau at Frankfort, Ky., for service to clients in that state. James C. Fetzer, formerly night manager in Pittsburgh, heads the new bureau, with offices in the Capitol Bldg.

## New York Radio Club Names Jennings Head

OFFICERS of the Radio Executives Club for 1944-45 were installed at the final luncheon meeting of the club for the 1943-1944 season, held last Thursday at the Shelton Hotel, New York. New officers are: President, Warren Jennings of the New York office of WLW Cincinnati; vice-president, Linnea Nelson, J. Walter Thompson Co.; secretary, Claude Barrere, NBC Recording Division; treasurer, Helen Thomas, Spot Broadcasting.

Membership in the last year has increased from 182 regular and 25 associate members to 403 regular and 125 associate members. Out-of-town guests were: Alex Rosenman, WCAU; John Carey, WIND; William Malo and Walter Hasse, WDRC; R. H. Swintz, WSBT; B. B. Baylor, WMAL.

## WMIS, WSON Grants

WMIS Natchez, Miss., last week was granted a construction permit to change frequency from 1490 kc to 1240 kc, contingent upon the proposed shift of KALB Alexandria, La., from 1240 kc to 580 kc. WSON Henderson, Ky., was granted its petition to reinstate and grant application for modification of its construction permit to increase daytime power from 250 w to 500 w, and to make changes in equipment. Grant is subject to the FCC-WPB Jan. 26 statement of policy relating to use of critical materials.

WDAS Philadelphia is spiritually prepared for its invasion news coverage on D-Day. Every hour on the hour from 9 a.m.-10 p.m. a different Philadelphia clergyman will render a short prayer.

# FCC Authorizes Transfer of WCLE

### Shifts Channel With WHKC; Both Increase to 1,000 w

IN A THREE-PLY move growing out of the FCC's "duopoly" order, the FCC last Tuesday authorized the move of WCLE Cleveland to Akron, along with a shift in frequency assignments for that station and for WHKC Columbus, also owned by the United Broadcasting Co., *Cleveland Plain Dealer* radio subsidiary. The third station in the UBC group is WHK Cleveland.

WCLE was granted a construction permit to change frequency from 610 to 640 kc. (now used limited time by WHKC) and increase its power from 500 w to 1,000 w, change hours of operation from daytime to limited time, and to remove from Cleveland to Akron. Dominant station on 640 kc. is KFI Los Angeles. WCLE would operate at Akron until three hours after local sunset in that city.

WHKC was authorized to change frequency from 640 to 610 kc., increase its power from 500 to 1,000 w, and increase its hours of operation from limited time to fulltime, with a directional antenna for night use.

All three stations are Mutual outlets. The shifts were devised following the FCC's multiple ownership order banning joint operation of stations in the same or overlapping areas.

## *NAB SALES GROUP WANTS IRE PANEL*

NAB Sales Managers Executive Committee, meeting at the Hotel Roosevelt, New York, May 15-17, following a discussion of the New York Newspaper Promotion Managers Assn. study of retail newspaper and radio advertising, voted to refer the survey to the NAB Research Dept. and Research Committee.

The Committee attended the presentation to the Proprietary Assn. (see p. 20) and reviewed plans for participation of the Sales Managers group in the next NAB convention.

As a result of the recent meeting of the Institute for Education by Radio at Ohio State U. [BROADCASTING, May 8, 15], the committee passed a resolution requesting NAB president J. Harold Ryan, to arrange a panel discussion by outstanding educators and broodcasters on the American System of Broadcasting.

Presennt at the three-day committee meeting: Dietrich Dirks, KTRI Sioux City, Ia., Arthur Hull Hayes, CBS, Walter Johnson, WTIC Hartford, James V. McConnell, NBC, John M. Outler, Jr., WSB Atlanta, John E. Surrick, WFIL Philadelphia and Lewis H. Avery, NAB.

### Schenley Change

SCHENLEY DISTILLERS Corp. through Biow Co., plans an institutional series on CBS for Penicillin, a dramatic program starting June 6, Tuesdays, 9:30-10 p.m., replacing Cresta Blanca Carnival, off for the summer. Sherman Gregory, Schenley radio director, leaves for the Coast May 23 to be radio director of Cresta Blanca and Dubonnet. BBDO will handle Cresta Blanca and Wm. H. Weintroub & Co., Dubonnet.

## "WILLKIE TALKS IT OVER *with KFAB's Big Farmer*"

"Farmers, just as well as city folks, must keep up on world events. We've got an important food production job to do. We must find out just how we fit into the world food picture... for both now and after this war.

"That's the reason we like to talk to men like Wendell Willkie. Regardless of whether we're Democrats or Republicans, we want facts on world conditions. In that way we can get an idea of just how much of the world's food we Central States farmers must contribute.

"We are always trying to do a better farming job. That's why we depend so much on our friendly neighbor station, KFAB. For more than 20 years, KFAB has aided us with special weather forecasts, farm-service programs, market reports, as well as all kinds of entertainment. In fact, we look upon KFAB as one of the important parts of our lives."

*"The* **BIG** *Farmer of the Central States"*

**KFAB**

**LINCOLN, OMAHA**

780 KC - 10,000 WATTS BASIC COLUMBIA

*Represented by* EDWARD PETRY COMPANY

# PAA Meeting Stresses Commercials

## Members See NAB Film; Dialogue Highlights Host-Guest Idea

THE RIGHT and wrong way to prepare radio commercials for medicinal products were vividly demonstrated last Tuesday in an NAB presentation before the 62d annual convention of the Proprietary Assn. of America, held Monday through Wednesday at the Biltmore Hotel, New York.

Radio presentation, including a showing of the sound motion picture "Why Radio Works" and a half-hour transcription devoted exclusively to the problems of proprietary advertisers, was part of an advertising clinic to which most of the Tuesday meeting was devoted. Presentations of newspapers, magazines and drug trade papers were also made at this meeting.

### Hailed as Pioneers

Dietrich Dirks, KTRI Sioux City, chairman of the NAB Sales Managers Executive Committee, which supervised preparation of the radio presentation, opened this part of the program by hailing the proprietary advertisers not only as pioneers in the use of radio as an advertising medium, but also as continuing users of radio in such quantity as to make this group radio's number one client, leading all other classes of business in expenditures for national and regional network and for spot radio.

J. Harold Ryan, NAB president who handled the presentation, briefly reviewed the growth of broadcast advertising from the first commercial program 21 years ago—10 minutes on WEAF New York, costing $100 and including 750 words of copy—to 1933, when radio's advertising revenue was $57,000,000, of which drug products accounted for $8,000,000, and to 1943, when some $30,000,000 of the industry's $307,000,000 gross came from drug advertisers.

Following the film, originally prepared for the industry's retail promotion presentation last fall and subsequently edited for showing to any advertising group, Mr. Ryan introduced the transcription as an appropriate radio technique for answering the questions of proprietary advertisers.

### Want It Clean

In the form of a dialogue between a broadcaster and a proprietary manufacturer, the presentation opened with a summary of the NAB rules against advertising "any product whose sale, or whose method of sale is against the law," against advertising of "cures or products that claim to cure," against "statements that the station knows are false or deceptive or exaggerated."

"Radio," the broadcaster continued, "doesn't want repellent dramatizations of disagreeable things that go on in the human body. Radio believes that there's a right place for all those matters, and that place is in a clinic or a doctor's office, or in the bathroom with the door closed. . . . And we believe that the air is no place for misleading statements about price or value—and no place for attacks on competitors, or other industries, or professions, or institutions."

When the manufacturer points out that "some radio people have rules so strict they won't even let some kinds of product on the air at all—even if the product is a perfectly good and effective one" and wonders "when that limitation may be tightened up some more," the broadcaster answers:

"Radio rules for proprietary advertising will be clamped down just as fast as the audience wants them clamped down. Radio has nothing to sell but audience. If any advertiser or group of advertisers offends the radio audience, that audience will walk out. Radio doesn't' dare let that happen—in the primary interest of the manufacturer himself, who is radio's customer."

### No More Ballyhoo

Contrasting the ballyhoo of an old-time medicine man at a county fair with some of today's radio medicinal commercials to illustrate the progress in taste and believability of proprietary advertising in the last 25 years, the presentation described listener reaction to inept commercials generally, contrasting them with the memorable commercial that Fred Astaire and Bill Goodwin did for Swan Soap on the *Burns & Allen* show not long ago with Astaire tapping to Goodwin's rythmic delivery of the sales talk. This was dubbed into the presentation.

Citing this as an example of the host-guest relationship between sponsor and listener which was termed "the whole basic premise of radio," the presentation continued:

The sponsor is the host—the listener is the guest. The party is free. The entertainment, by and large, is the richest spread of laughs, music, education or instruction, or even inspiration that the American public ever got invited to. Most people are awfully decent. They like being invited; they like having a good time; they're cheerfully glad to remember to thank their host.

But over and beyond the party each sponsor is putting on the air, the station is also the host. As host, every station and network feels a natural obligation to all its guests not to broadcast things that are pretty sure to offend a lot of people. Things about the internal workings of the human body in some of its less attractive moments. Things about decay and bad odors. *Sour notes spoil a party.*

No use denying that there are plenty of sour notes in life, but the place to talk about them is not in front of all the guests; the place is in a doctor's office or a physiology class. Any sponsor who thinks he can short-circuit the doctors by going on the air is going against common sense and against the overwhelming mass formation of public taste. Radio is too powerful to tamper with. No station, and no sponsor, has the right to scare the pants off the audience, or even make it feel sick.

Radio welcomes the instant and strong protest of the public against sour notes on the air, because radio doesn't propose to see this superb 'host-guest relationship', firmly set up between business and the American people, destroyed by carelessness, or greed. The reaction of the audience can take one of two forms only: Criticism which is promptly used to guide the sponsor and the station, or criticism which finds its inevitable outlet in outside regulation, which is usually stupid.

These three commercials for a mythical proprietary product, taken from the NAB presentation to the Proprietary Assn., illustrate three possible methods of presentation, two guaranteed to annoy and to offend the listeners, the third to sell them:

### Three Commercials

(To be punched pretty pompously)
How are you digesting your food? Does it ever backfire on you? Do you lose your appetite because that bitter secretion in your digestive tract is hoisting danger signals—warning you you're not digesting your food properly—that your diet is lying bitter and acid and heavy in your lower colon. Antirm's Anti-Acid Alimentary Lozenges are nature's own remedy to counteract this bitter secretion, tending to accelerate normal digestion, when taken as directed.

(To be delivered unctuously)
And now, folks, here's in important piece of news. Antrim's Anti-Acid Alimentary Lozenges—that's spelled A-N-T-R-I-M—Antirm's—bring back to your system that wholesome sweetness, that digestive security that liberates you, at last, from all the annoyance traceable to unpleasant secretion in your digestive tract—Take Antrim's, folks, and forget that sudden bitter acid trouble.

(To be delivered straight, quiet, not phony)
These tablets are called *lozenges*, ladies and gentlemen. *Alimentary* lozenges, they're called, because for a long time they've helped an awful lot of people with indigestion. They're called *Anti-Acid* Alimentary Lozenges because they've helped an awful lot of people with *acid* indigestion. And they're called *Antrim's because Antrim* makes them, stands behind their quality. A-N-T-R-I-M. Good name to remember when you have simple indigestion—which Antrim sincerely hopes you'll never have. If you do, Antrim will try to help you. Try to remember the name, please.

"CAB MISTER!", Marie Karlstrom (left) and Louise Lopez will be asking employes of the Blue network during the Chicago political conventions this summer. To solve the taxicab shortage, the Blue will operate a shuttle service for its staff, with two station wagons running between the Stevens Hotel, Stadium and Merchandise Mart.

## AMA Meeting

AMERICAN MARKETING Assn., will hold its national meeting June 8-9 at the Benjamin Franklin Hotel, Philadelphia under the theme "Mobilization of the marketing profession for the restoration and expansion of a free enterprise economy." Speakers will include Chester Bowles, OPA head, who will give the Government point of view on distribution.

## NEW PROPRIETARY ASSN. CODE

A REVISED 13-point code of advertising practices was unanimously adopted by members of the Proprietary Assn. of American at its New York convention last week, incorporating five new standards for advertising copy into the association's 10-year-old code for the protection of the public.

The revisions provide that advertising containing the word "guaranty" or money-back offers should not convey the idea that the product is guaranteed as a cure or adequate treatment unless such is the fact; that the copy should not make the reader or listener feel that he is suffering from any serious ailment, or might do so without treatment; that proprietary copy should not advertise the product "for the prevention, cure or relief of serious diseases which require treatment by a physician"; that it should not refer to doctors, hospitals or nurses unless such references can be substantiated; and that it should "omit prizes, competitions or other similar devices calculated to stimulate unnecessarily the purchase and use of medicine."

Standards carried over into the new code call for a careful choice of words in proprietary advertising, particularly with respect to their meanings in common usage; the avoidance of misleading emphasis, contrast or implication through the special arrangement of statements truthful in themselves; good taste in illustrations, with no distortion or exaggeration of "size, appearance, effect or usage"; the use of testimonials only when authorized by "actual bona-fide users"; and representing "a truthful statement of actual use""; copy to be confined to presenting the product advertised, with no derogatory reflections on other products.

The association's advertising service bureau will assist member companies, including the makers of 80% of the packaged medicine sold in the U. S., in keeping their advertising in conformity with the revised code. Set up in 1934, when the original code was adopted, the bureau has in the past decade reviewed some 75,000 individual pieces of advertising submitted by PAA members, with more than 15,000 ads reviewed in 1943 alone.

WYO.
THE BIG BUY OF 1850
$10,000,000
COLORADO
KANSAS
THE BIG BUY OF 1944
$72*
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
Texas Territory
NEW MEXICO
The Cowles Group
THE COWLES STATIONS
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
GEARED FOR RESULTS
WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON
REPRESENTED BY THE KATZ AGENCY

# We Crack 'Em!

**Easy ones! Tough ones! They're all in a day's work—and we refer to results for advertisers!**

**Sometimes they come so tough we sweat blood, but our supreme objective is always—CRACK 'EM!**

**That's what brings comments such as this from top agencies:**

- **"Your station has done a fine job for this client and every other client we have put on WWVA."**

**A BLAIR MAN WILL TELL YOU MORE**

**BASIC BLUE NETWORK**

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

# *Creutz Takes McIntosh Place at WPB; Several Shifts in Division Personnel*

JOHN CREUTZ, for the past year-and-a-half assistant to Frank H. McIntosh, who recently resigned as chief of the Domestic & Foreign Branch of the Radio & Radar Division of WPB to enter consulting practice [BROADCASTING, May 15] has been appointed chief, effective June 1 succeeding Mr. McIntosh. As assistant to Mr. McIntosh, Mr. Creutz was chief of the Transmitter Section.

Prior to joining WPB on December 7, 1942, Mr. Creutz served as a radio engineer and consultant with the firm of Page & Davis, Washington. Before that Mr. Creutz was associated with the Badger Broadcasting Co., Madison, Wis. (WIBA) as chief engineer. A native of Beaver Dam, Wis., Mr. Creutz is a graduate of the University of Wisconsin.

### Other Changes

Other personnel changes in the Radio & Radar Division include the resignation of Glenn C. Henry, chief of the Industrial & Radio Section, who may leave the first of June to join RCA Victor Division, Camden, N. J. as an engineer in the Industrial Sound Department.

Fred S. Boland, chief of the Program Branch has resigned to join the Federal Radio & Telephone Co., Newark. His successor, Lawrence A. Adams, was formerly with WPB's Research & Statistics Division.

Elmer Crane chief of the Radio & Radar Division's Products & Facilities Branch, is leaving to become general manager of the Radio Division of Lear Avia, Grand Rapids, Mich. His successor is Louis J. Chatten, former chief of the End Products Division. Mr. Chatten's new title will be Assistant Director for Production.

With the dissolution of Army-Navy Electronics Production Agency (ANEPA) a number of that agency's personnel transferred to the War Production Board, where they accepted positions in the Radio & Radar Division comparable to those they held at ANEPA.

In addition, James E. Wallen, consultant on vacuum tube production for the Division has returned to RCA, his former company, his place being taken by Leo Holleran who is "on loan" to WPB from RCA.

W. E. Wilson, with WPB in the Power Division, for nearly a year, and M. J. McNicholas are new to the Division.

### AMP's New Pacts

ASSOCIATED MUSIC Publishers, New York, has signed new agreements with WRGA WLIB KMA, and has received extended contracts from WLOL WJEJ KRNR KORE KIT KICA KHSL KFEL EDON.

## *RMA TO CONSIDER INDUSTRY'S FUTURE*

WAR radio-radar program and future problems of the industry will be the main topics at the RMA War Production Conference June 6-7 at the Stevens Hotel, Chicago. Meeting will also mark the 20th anniversary of RMA. Approximately 500 industry executives are expected to attend the conference, presided over by President Paul V. Galvin. Chairman of the convention committee is A. S. Wells of Chicago.

Maj. Gen. William Henry Harrison, chief of the Army Signal Corps and Distribution Service will speak June 7 on "The War Program". Ray C. Ellis, director of the WPB Radio & Radar Division, just returned from the Soviet Union, will speak on "Radio in Russia" at the June 6 luncheon. Other government officials will take part.

RMA officers and directors will be elected at business sessions, including meetings of the set, tube, transmitter, parts and amplifier and sound equipment divisions. On June 6, a general engineering conference is planned under the direction of W. R. G. Baker, director of the association's engineering department.

HARRY RAUCH, Blue special features editor, is the author of a *Magazine Digest* article "Factory Farmer" to be distributed throughout the world as an OWI reprint.

### RMA Campaign

RADIO'S PART in wartime accomplishments will be told to the country when the Radio Manufactures Assn. starts its promotion project through Theodore R. Sills & Co., Chicago (public relations). Project is developed by the RMA advertising committee headed by chairman John S. Garceau of Fort Wayne, Ind. RMA member companies will be asked to contribute information to the industry project, as everything dealing with radio's war contribution, within limits of official securty, is to be listed.

### Tubes Standardized

STANDARDIZATION of radio tubes used by the Army, Navy and Canadian armed services has been announced by the Office of the Chief Signal Officer, War Dept. After the transition stage, all tubes purchased and stocked by the organizations will be interchangeable, expediting needed replacements in the field. The tubes are a result of the joint Army-Navy specification for tubes based on the use of RMA and commercial type numbers.

MAC BENOIT, engineer of KHJ Los Angeles, who handles the Julia Sanderson progrom *Let's Be Charming* for Mutual-Don Lee, has written a song, "By Blue Hawaiian Waters," which was introduced on the program last week and which will be recorded by Frankie Carel's orchestra.

# Station KODY Blankets An Important Market*

## *Adequately Served by No Other Station*

When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers—the richest spot he could find!

Today, on the site of Buffalo Bill's home ranch stands Station KODY, the new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime *network* radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station—KODY. And they like it. This situation already has attracted 102 advertisers† to KODY. There are still choice availabilities.

***THE NORTH PLATTE MARKET**

**Population: 131,115**
**Value of Livestock and Grain Sold in 1943: $93,700,000**
**Union Pacific's North Platte Payroll for 1943: $4,268,000**
**Retail Sales: $49,972,000**

**KODY *Showmanship***

**Two daily broadcasts from famous North Platte Canteen . . . Associated Press . . . United Press and Chicago Daily News Foreign Service . . . Community Service and Special Events Programs Every Day.**

**IN FIVE MONTHS**

**†43 NBC ADVERTISERS . . . 12 National spot advertisers . . . and 47 local advertisers.**

RADIO STATION
KODY
NBC
NORTH PLATTE
NEBRASKA
1240 KC

*Owned and Operated by*
**RADIO STATION WOW, INC.**
*John J. Gillin, Jr., President*
JOHN BLAIR & CO., REPRESENTATIVE

## CAP LAUDS SPOTS

**Request on 17 Stations Does Trick in 4 Days**

SPOT CAMPAIGN on 17 New York stations for the Civil Air Patrol placed by Harry C. Levin, OWI regional station relations chief in New York, was so successful that CAP had to request their withdrawal after 4 days.

The spots, 30 seconds in length scheduled once a day, called for volunteer instructors in military drill, aircraft identification, etc.

The first day brought 50 qualified applicants to CAP headquarters and the next day 100 answered the call with additional phone calls, telegrams and letters. CAP officers said that virtually every applicant indicated on which station he heard the spot announcement and in requesting the stations to stop the appeals, the OWI conveyed personal congratulations to local broadcasters from a CAP officer for "a brilliant radio job".

## Col. Kirby Overseas

COL. E. M. KIRBY, chief of the Radio Branch of the War Department's Bureau of Public Relations, recently returned from the European Theatre where he aided in arrangements for radio coverage of the invasion [BROADCASTING, May 8], has been reassigned to temporary duty in that theatre. Acting chief of the Radio Branch during Col. Kirby's absence is Lt. Col. Jack W. Harris, former director of news and special events at WSM Nashville.

## Calumet Petition

THE FCC action May 9 in setting for hearing the application of Calumet Broadcasting Corp. for assignment on 1520 kc with 5,000 w [BROADCASTING, May 15] involved the former facilities of WJWC Hammond-Chicago. Calumet is in no way identified with WJOB Hammond, which was purchased in 1940 by O. E. Richardson and Dr. Fred L. Adair, present owners.

# OWI Will Prepare 20 - Second Spots

### Poll of Stations Shows Need Of Shorter Messages

PREPARATION of 20 - second transcribed chain break announcements for war messages, along with the present 50-second sponsorable spots, was decided upon by the OWI Domestic Radio Bureau during a two-way meeting last week with representatives of its 13 regional station relations offices.

#### No Spot Increase

John D. Hymes, deputy of the Bureau, explained that the chain breaks will be made available under Station Announcement allocations whenever the campaign message can be handled within the 20-second limitation. Action was taken as a result of a poll taken by the regional offices of station preferences.

Mr. Hymes emphasized that the decision to include 20-second station breaks will not increase the number of spots assigned under the Station Announcement Allocation Plan. At present, OWI transcriptions contain nine 50-second announcements on each side which cover three different campaigns. Under the new plan, he explained, OWI hopes that six of the messages will be 50 seconds and three will be 20 seconds.

Mr. Hymes disclosed that of more than 500 stations polled, 67 expressed preference for the 20-second spots, 226 prefer the 50-second announcements, 136 prefer the former one-minute nonsponsorable messages, and 68 have no preference.

OWI regional chiefs reported that few of the stations polled have taken advantage of the sponsorship opportunities offered through the 50-second transcription plan, the consensus being that many of the subjects do not lend themselves to sponsorship and some of the stations exercising a strict policy against commercializing government messages.

It was revealed that only 23 stations have been selling the spots regularly, seven have been finding sponsors for some of the messages, eight have been making efforts to sell the spots, and four have been selling the special Treasury War Bond transcriptions. Nineteen station stated their policy prohibits commercial sponsorship of the messages.

#### Line Announcements

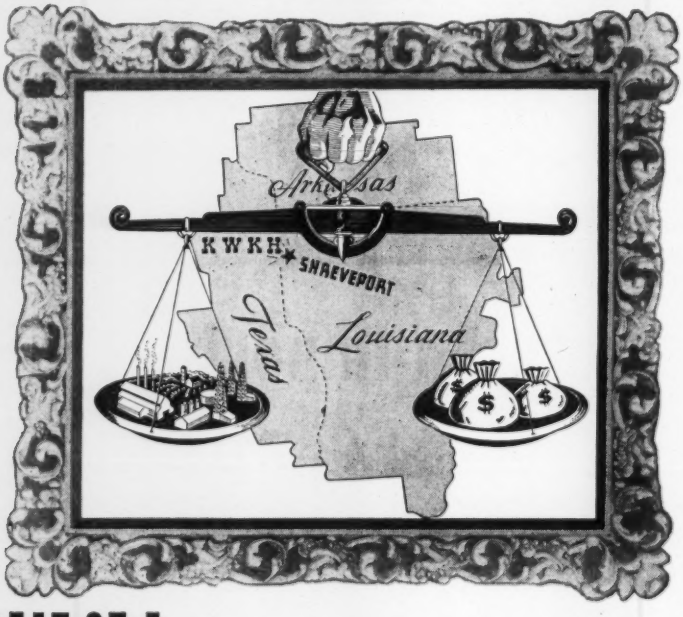
At a meeting Monday with Treasury Dept. officials to iron out final plans for the Fifth War Loan, it was decided that all live announcements on the campaign would henceforth be handled by OWI. The special transcriptions will be serviced by the Treasury, as in the past, upon request.

The regional officials met with OPA, Manpower, Army and Navy radio heads Tuesday morning to discuss various aspects of the information campaigns of these agencies. In the afternoon, a session was held on OWI policies at which George W. Healy Jr., OWI Domestic Director, addressed the group briefly.

The meeting brought together OWI regional station relation officials for the first time since the appointment of George P. Ludlam [BROADCASTING, April 24] as chief of the Bureau.

## Coca-Cola Interviews

COCA-COLA Co., Atlanta, has added interviews with American servicemen overseas to its nightly *Victory Parade of Spotlight Bands* broadcasts on the Blue network. Whenever possible, relatives and friends of the man to be interviewed will be notified in time to tune in the program. D'Arcy Adv. Co., New York, handles the program.


PORTRAIT OF A

Balanced MARKET

• The commercial life of KWKH-land is not dependent upon one resource or one industry. In this rich area of East Texas, South Arkansas and North Louisiana many factors help to maintain a balance. There is a big and steady income from oil and Natural Gas. A mild climate allows year-round operations in lumber, agriculture and livestock industries. This balanced market enables advertisers to plan their selling efforts on a full year basis. There is only one medium large enough to cover this market—KWKH with its 50,000 watts. Let us give you more information to help you sell now and build sales for the future.

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

# HOW TO CATCH

## a woman's ear...

Program: "The Grenadiers."

Time: 12 - 1:00 Noon.

Format: Music, nonsense, and fun led by M. C. Bob Heiss, assisted by a 12-piece radio city band.

Audience: Women—women—women, and a surprising number of men.

Sponsors: Participating*.

Conclusion: By building audiences through such programs as The Grenadiers, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" radio station.

Suggestion: Your radio plans for Wisconsin *must* include WTMJ.

**Restricted to a limited number of spots*

WTMJ

# THE MILWAUKEE JOURNAL STATION

**Basic N.B.C. Station**

*National Representatives, Edward Petry and Company, Inc.*

# Purely PROGRAMS

FOR THE BENEFIT of American homemakers, a new transcribed program series on nutrition has been prepared by the American Red Cross through the assistance of the American Institute of Baking and is being scheduled for broadcast on stations across the country. Each of the nine programs in the series includes a dramatic presentation of the progress of nutrition and features Melva Bakkie, ARC national nutrition director, and Wallace Kadderly, chief of the radio division of the Dept. of Agriculture. All bakers and food dealers have been asked to cooperate with local Red Cross Chapters in local promotion of the program.

* * *

### Strictly GI

ALL-REQUEST reveille disc program, *GI Jive*, is now heard daily 6:15-7 a.m. over KPLT Paris, Tex., for those service men and women at nearby Camp Maxey who are early risers. Requests are handled only by mail.

### Youth Show

TALENT recruited from the junior high schools provides the format for *Junior Music Hall*, an all juvenile review which began on WFIL, Philadelphia, May 18. Half-hour weekly series is produced and directed by Edmund Dawes, educational director of WFIL. Highlight of the show will be a Junior Music Hall Chorus, composed of teen-aged girls. Program is designed to give undeveloped talent among school youngsters an opportunity to express itself. The programs will originate from the WFIL Playhouse Studio.

### Morale Aid

A YEAR LONG infantile paralysis program originating at a local sanitarium has started on WPAT Paterson, New Jersey. The weekly half-hour program titled *The Voice of Bergen Pines* will feature stars of stage, screen, and radio who have overcome their paralysis handicap. Children in the sanitarium participate.

* * *

### CBK Program

CBK Watrous, Sask., in early May started a new summertime weekly *Prairie Homemakers' Program*, including series of talks on reading, canning, swimming and hot weather child care. Program continues through August.

### KXOK Forum

THROUGH COOPERATION of KXOK St. Louis and the Committee for Economic Development, a new forum-type program, *Where Are We Headed?*, is now presented Tuesdays, 10:15 p.m. Dr. William McClellan, former dean of the Wharton School, University of Pennsylvania, is chairman of the committee and serves in the same capacity during the broadcasts. Series deals with post-war planning as it affects the lives of average citizens. Listeners are invited to send in questions, which are discussed on the air by leading representatives of management and labor.

* * *

### Soldier Show

WBIG Greensboro, N. C. is presenting a new all-soldier show, *On the Beam*, featuring an orchestra made up of musicians from America's leading dance orchestras as well as a number of concert artists. Lt. Harry R. Taylor, young arranger-composer and pianist, is conductor. *On the Beam* is heard Thursdays, 8:15 p.m. Dramatic relief is furnished by a series of radio plays, written and directed by Cpl. Millard Lampbell, radio and screen writer.

* * *

### KQW School of Air

IN COOPERATION with public schools of six northern California cities, KQW San Francisco has started a new series titled *KQW School of the Air*, covering local historic subjects as well as current and post-war problems. Roundtable discussions and dramatizations, with students participating on the programs, are featured in the series. Scripts are written and produced by teachers of drama, radio, history and journalism.

* * *

### Negro Show

A VARIETY of musical entertainment — swing to spirituals — featuring top Negro talent from all parts of the country, will supply the format for *Men O'War*, new WBBM Chicago musical program originating from Camp Robert Smalls, Negro camp of Great Lakes Naval Training Center. Directed by WBBM producer Larry Kurtze, *Men O'War*, 25-minute program, is heard Saturdays.

* * *

### KOA Farm Features

ANOTHER FEATURE of service to farm listeners, *Saturday Stock Show*, will begin on KOA Denver, 12:30-1 p.m. on May 27, and will be sponsored by the Rocky Mountain Radio Council, which will supervise script and production. Supervision will later be assumed by Rex Brown, KOA farm news editor.

* * *

### Heroes Honored

DRAMATIZATIONS of the deeds of Ohio service men and women are featured on a new series of programs heard weekly over WLW Cincinnati and titled *Salute to Ohio Heroes*. Quarter-hour Sunday morning program is sponsored by Standard Oil of Ohio.


For Greater Sales
In Greater St. Louis
AT LOWER COST

KSD

BASIC
NBC
The World's Number One
NETWORK

KSD has a greater daytime Population Coverage Area than any other St. Louis Broadcasting Station

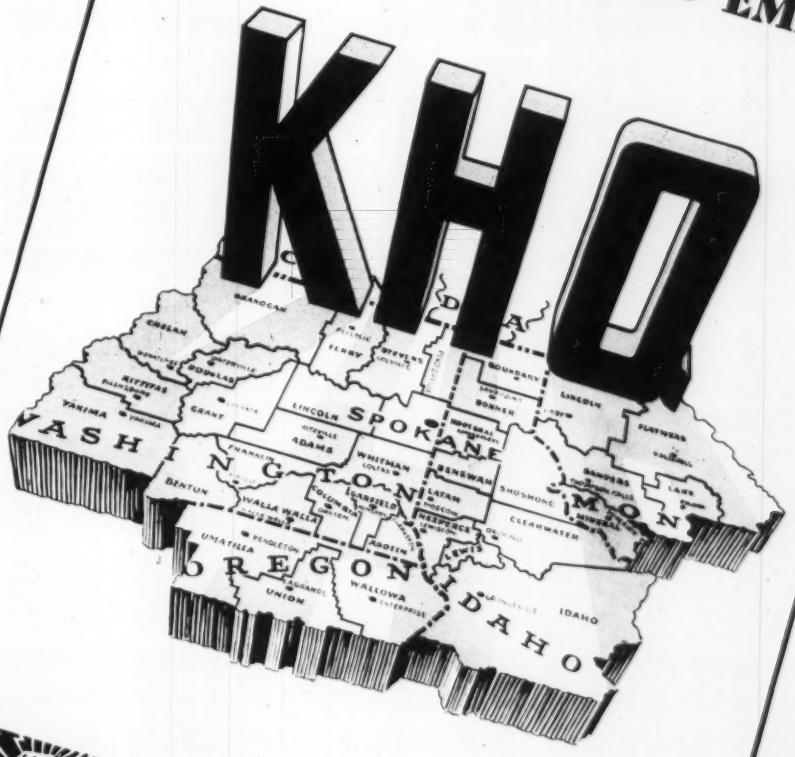
A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

# THE ONLY SINGLE MEDIUM *Completely*

## COVERING THE INLAND EMPIRE

# KHQ




NBC

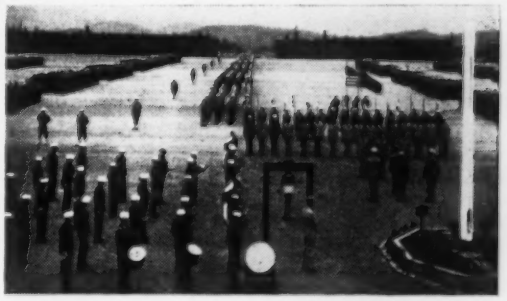
**5000 Watts—590 Kilocycles**

*Owned and Operated by*

**LOUIS WASMER, INC.**

Radio Central Bldg. Spokane, Wash.

*National Representatives:* Edward Petry & Co., Inc.



"The Fleet's In" every day. Here Naval Recruits line up for Colors at Farragut Naval Training Station—second largest in the service. Such installations keep the Inland Empire's buying power at peak level. Building Permits in Spokane alone increased 113% in 1943. You, too, can build increased sales in this rich area with KHQ's *complete* coverage. (Official U. S. Navy Photo).

# WBS=A Variety of Music for

MARCHES

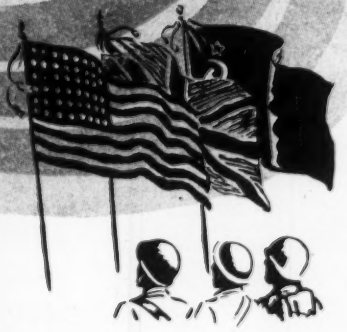
MUSICAL COMEDY

Every possible musical need is at your fingertips when you subscribe to World Program Service, with a complete variety of music and widest choice of talent in any library service . . . 4420 different selections . . . with *at least 50 new numbers* every month. Music to meet any program requirement—from fanfares, mood music

WESTERN-COWBOY

CONCERT

SONGS OF OUR ALLIES



COLLEGE SONGS

ORCHESTRAL MOOD MUSIC
SPECIAL HOLIDAY MUSIC
HARP AND PIANO INTERLUDES
DRAMATIC BACKGROUND
"HOT" DANCE · HILLBILLY

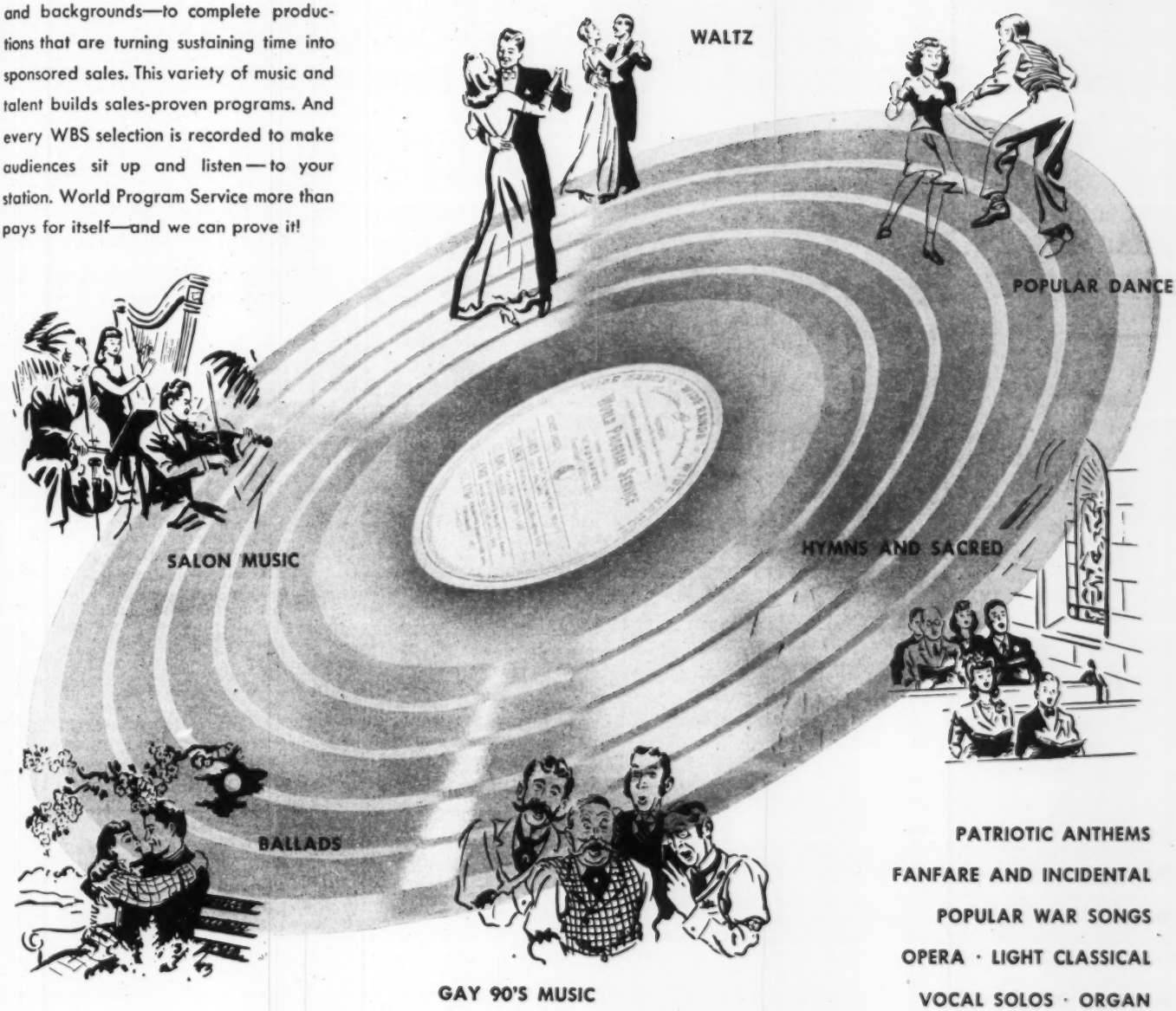
## OVER 4420 SELECTIONS REPRODUCED ON

## WIDE RANGE VERTICAL CUT RECORDINGS

## BY TOP ARTISTS OF RADIO, SCREEN AND STAGE

# Every Program Requirement

and backgrounds—to complete productions that are turning sustaining time into sponsored sales. This variety of music and talent builds sales-proven programs. And every WBS selection is recorded to make audiences sit up and listen—to your station. World Program Service more than pays for itself—and we can prove it!




PATRIOTIC ANTHEMS
FANFARE AND INCIDENTAL
POPULAR WAR SONGS
OPERA · LIGHT CLASSICAL
VOCAL SOLOS · ORGAN
...and many others

*Transcription Headquarters*

## WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

*Canadian Distributor:* NORTHERN ELECTRIC COMPANY, LTD., MONTREAL

# Crossley Reports On Winston-Salem

## MORNING
*(8 A.M. to 12 Noon)*

| | |
|---|---|
| W S J S | 48.4 |
| Station "B" | 44.7 |
| All Others | 6.9 |

## AFTERNOON
*(12 Noon to 6 P.M.)*

| | |
|---|---|
| W S J S | 53.4 |
| Station "B" | 29.7 |
| All Others | 16.9 |

## EVENING
*(6 P.M. to 10 P.M.)*

| | |
|---|---|
| W S J S | 60.7 |
| Station "B" | 30.5 |
| All Others | 8.8 |

Period of Survey:
February 28 Through March 12, 1944

**Representatives: Headley-Reed Company**


## OWI PACKET, WEEK June 12

Check the list below to find the war message announcements you will broadcast during the week beginning June 12. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

| WAR MESSAGE | NET-WORK PLAN | STATION ANNOUNCEMENTS Group KW Aff. | Group KW Ind. | Group OI Aff. | Group OI Ind. | NAT. SPOT PLAN Live | NAT. SPOT PLAN Trans. |
|---|---|---|---|---|---|---|---|
| Fifth War Loan | X | X | X | X | X | -- | -- |
| Rubber Conservation | X | X | X | X | X | -- | -- |
| Prepare for Winter | X | -- | -- | -- | -- | -- | -- |
| Car Sharing | -- | -- | -- | -- | -- | X | X |

See OWI Schedule of War Messages 112 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

## *Fifth War Loan Dominates OWI Radio Bureau Allocations for Week of June 12*

THE FIFTH War Loan commands major emphasis in the OWI war information schedule for the week beginning June 12, with Network, Station Announcement, Special Assignment, Special Events, and Special Transcription allocations giving the drive an auspicious opening.

Radio stations will have a wide choice of transcriptions for sponsorship of Fifth War Loan messages. In addition to the 50-second Station Announcement spots, there will be the special Treasury 5-minute *Salute*, the 15-minute *Song for Today* and the 30-minute *Star-Parade*.

### Job for Radio

The Fifth War Loan campaign will seek to raise 16 billion dollars, with individuals asked to invest six billions. Millions of Americans will be directly solicited by a volunteer sales force, the Victory Volunteers, but the job cannot be done unless the people are convinced of the urgency of the Loan. OWI believes that radio can do the convincing as no other medium can.

Because of the preferred position given the War Loan drive, OWI has scheduled only three other campaigns during the week for major allocations. Rubber Conservation, assigned to Network and Station Announcement allocation, is continued from the previous week and carries messages to remind motorists that synthetic production is not yet sufficient to permit any laxity of conservation measures.

Prepare for Winter, assigned to Network allocation, cautions listeners that all fuel will be scarce next winter and urges action now to keep from going cold then. Purchasing of available fuel and installation of heat-saving devices such as weatherstripping and storm windows are advised.

Car Sharing messages, assigned to National Spot allocation, are designed to reduce waste of millions of gallons of gasoline caused by lack of compliance with car-sharing regulations.

## Washington Engineers Seek Virginia Local

POTOMAC Broadcasting Corp., whose principal officers are CBS Washington engineers, last week filed application with the FCC for a construction permit for a standard broadcast station to be operated in Alexandria, Va., on 730 kc with 250 w power daytime. Application listed Howard B. Hayes, director and president, 84 shares (49.4%); Carl L. Lindberg, director and secretary-treasurer, 85 shares (50%); Inez M. Hayes, wife of Howard, director and first vice-president, 1 share (0.6%). Both Mr. Hayes and Mr. Lindberg are technicians at WTOP Washington, CBS-owned station. Mr. Hayes formerly was with WBNS Columbus, O., and WKRC Cincinnati, joining CBS Washington in 1942. Mr. Lindberg, prior to his CBS affiliation in 1940, was with WKBN Youngstown, O.

Two previous applications for a frequency in Alexandria had been dismissed. Peter Q. Nyce filed application for 740 kc and 1 kw power but his petition was dismissed Aug. 4, 1942 without prejudice at his request. Previously the application of Percy C. Klein, also for 740 kc and 1 kw power, was dismissed April 7, 1942, when he failed to submit required information, Commission records show.

### Beau Brummell Adds

BEAU BRUMMELL Co., Cincinnati (ties) has added the following stations as outlets in addition to those named in the May 15 BROADCASTING for its weekly quarter-hour transcribed program, *Musical Showcase;* KSTP WFAA KOIL WSB WSMB WSM KPRC WDAF WRC WTAM WBZ WCKY WIOD WHO KSD WPTF.

### Harold L. Ettlinger

HAROLD L. ETTLINGER, 34, assistant foreign news editor of the *Chicago Sun* and author of the column "The Axis on the Air", died May 11, after an illness of four weeks. An expert on shortwave radio broadcasts Mr. Ettlinger was also the author of a book *The Axis on the Air.*

# LO, AN ECLIPSE-PROOF MOON!

Snugly beyond the orbits of the big-city stations in Chicago, Cincinnati, and Detroit, the moon of WOWO never sets, is never eclipsed.

This 200-mile-wide orb — representing the proved extent of the WOWO primary area — is as richly endowed with teeming, responsive humanity as the celestial moon is barren. A population of more than 2,000,000, occupationally diversified and uniformly prosperous, looks to Indiana's most potent and persuasive voice for its entertainment and information.

Fort Wayne itself, where WOWO programs originate, has upwards of 132,000 people. Also in WOWO's primary area are 62 counties, with 21 cities of 10,000 population and up. This great section is roughly divided 50-50 rural and urban.

Common sense rules out astronomical claims. But you'll find that the gravitational sales-pull, uniformly exerted by WOWO over this strategically located trading area, is something to reckon with.. and cash-in upon.

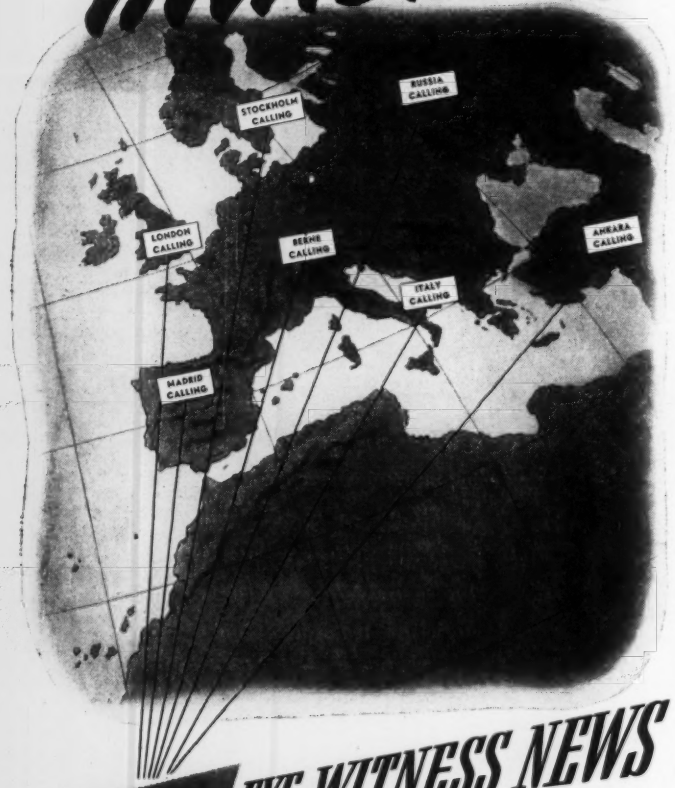
WOWO
FT. WAYNE, IND.
10,000 WATTS

**WESTINGHOUSE RADIO STATIONS Inc**

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

GEARED FOR INVASION!




EYE WITNESS NEWS
WAR CORRESPONDENT

2 BRILLIANT DRAMATIC WAR NEWS PROGRAMS, BASED ON EXCLUSIVE REPORTS OF ASSOCIATED PRESS!...

Never before—perhaps never again—a program of such significance. As fast as AP correspondents' stories are received by AP New York our staff of news, radio and dramatic experts on 24-hour call put into script form these stories of the invasion. Each role portrayed by such network actors as Jackson Beck, Roger de Koven,—narrated by Jimmy Wallington and Larry Elliott. The transcriptions are air expressed direct to stations all over the country.

GET SET TO BRING YOUR RADIO AUDIENCE "EYE WITNESS NEWS" OR "WAR CORRESPONDENT" — THE MOST DRAMATIC CLIMAX IN WORLD HISTORY!

WRITE, WIRE OR PHONE FOR RATE AND MARKET AVAILABILITY

FREDERIC W. ZIV INCORPORATED

2436 READING ROAD, CINCINNATI, O. • 485 MADISON AVE., NEW YORK, N. Y.


# Banks Expand Use of Radio As Budgets for 1944 Go Up

## FAA Survey Shows 44% of Institutions Devote 14% of Funds to Broadcast Advertising

WITH 1944 advertising budgets increased over those of 1943 by the nation's banks, broadcast advertising is growing as a medium for the financial institutions, a survey of 1943 advertsing expenses conducted by the Financial Advertisers Assn. Research Committee, disclosed.

Of 184 banks returning questionnaires sent out by the Committee, 81 or 44% used radio in 1943, the May issue of the FAA *Bulletin*, containing the report, revealed. "To show the growing use of radio, we took the 81 banks reporting its use and found they had a total advertising expense of $1,260,000," said the FAA report. "Of this amount 42% or $526,716 was spent for newspaper and publication advertising, while 14% or $173,474 went for radio advertising."

### Agency Use Increases

Of 44 banks reporting the use of newspaper, radio and billboards, the proportion of their total advertising expense was broken down as follows: Newspapers, 40%; radio, 11%; billboards, 8.5%.

Accompanying the report was a table which disclosed that banks of from 5-10 million dollar deposits were the heaviest spenders for broadcast advertising. In that group 13 banks spent 28.4 of their budgets for radio, while 35 devoted 49.5 to newspapers. Next was the non-commercial group, embracing savings banks and some savings and loan organizations. Of the 22 reporting, 12 spent 18% of their budget for radio.

Increased use of agencies to handle bank advertising was indicated by the returns. Of the total replies, 74 banks reported they paid fees to advertising agencies in 1943, the group spending $10,000-$25,000 annually showing the highest proportion using agencies. Most of the banks reporting had no set formula for determining annual advertising expense, although some quoted figures ranging from one-half of 1% of estimated loan volume to 5% of net operating income.

"Although no question was raised regarding the relative size of the 1943 and the 1944 budgets," said the Committee report, "numerous replies volunteered the information that the 1944 budget was being materially increased. One reply spoke of doubling the 1943-44 budget; another was raising the 1944 budget by 25%; a third moved from $35,000 to $40,000; one other from $12,000 to $15,000."

One commercial bank which spent $6,000 for advertising in 1943 increased its 1944 budget to $18,000, with one-third for outdoor posters, one-third for newspapers, $1,200 for bus cards and $2,000 for other publications and miscellaneous items. Radio was not included.

Following figures, condensed from a chart published in the FAA *Bulletin*, show comparative percentages of advertising budgets spent in publications, including newspapers and others, and that devoted to radio:

| GROUPS | DEPOSITS (Millions) | REPLIES | NEWSPAPERS | | BROADCAST ADVERTISING | |
|---|---|---|---|---|---|---|
| | | | Using | % | Using | % |
| I | 1-5 | 29 | 27 | 48.3 | 8 | 16 |
| II | 5-10 | 36 | 35 | 49.5 | 13 | 28.4 |
| III | 10-20 | 20 | 20 | 50 | 7 | 16.7 |
| IV | 20-30 | 16 | 15 | 43.4 | 7 | 12.8 |
| V | 30-50 | 20 | 19 | 35 | 13 | 14.5 |
| VI | 50-100 | 18 | 18 | 44 | 10 | 13.3 |
| VII | 100-500 | 23 | 23 | 55 | 11 | 10.4 |
| *VIII | 1-60 | 22 | 22 | 33.7 | 12 | 18 |

*Non-commercial.

### Kelray Placing

McRAE HEALTH PRODUCTS, New York, is looking for availabilities for a national spot campaign for Kelray, a reducing agent. Schedule has already started on Philadelphia, New York and Boston outlets, and will expand shortly to Chicago and Baltimore and other markets, using participations on women's interest programs wherever available. Media also include newspapers and magazines. Agency is William N. Scheer, Newark.

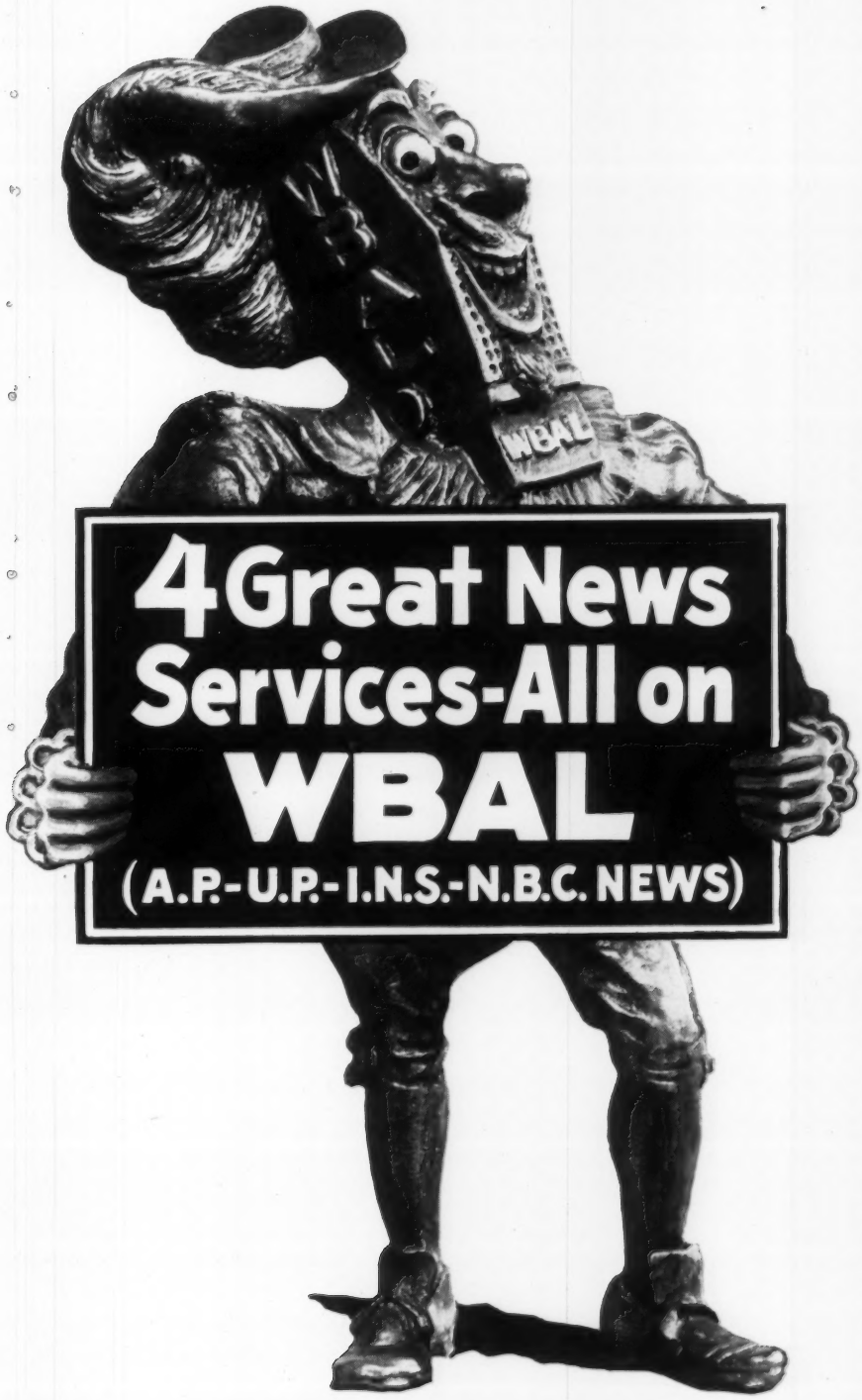
RADIO TALENT and operations, including network commentators, will be shown in a 10-minute "Screen Snapshots" feature being prepared by Columbia Pictures Corp. on the entertainment industry's contribution to the recreation of servicemen.

### Lux Tops CAB

MOST popular full-hour evening network program is *Lux Radio Theatre* and most popular weekly quarter-hour evening show is Walter Winchell, according to CAB ratings, with Kay Kyser and Bill Stern rated second in each category, not first as erroneously reported in BROADCASTING, May 15.

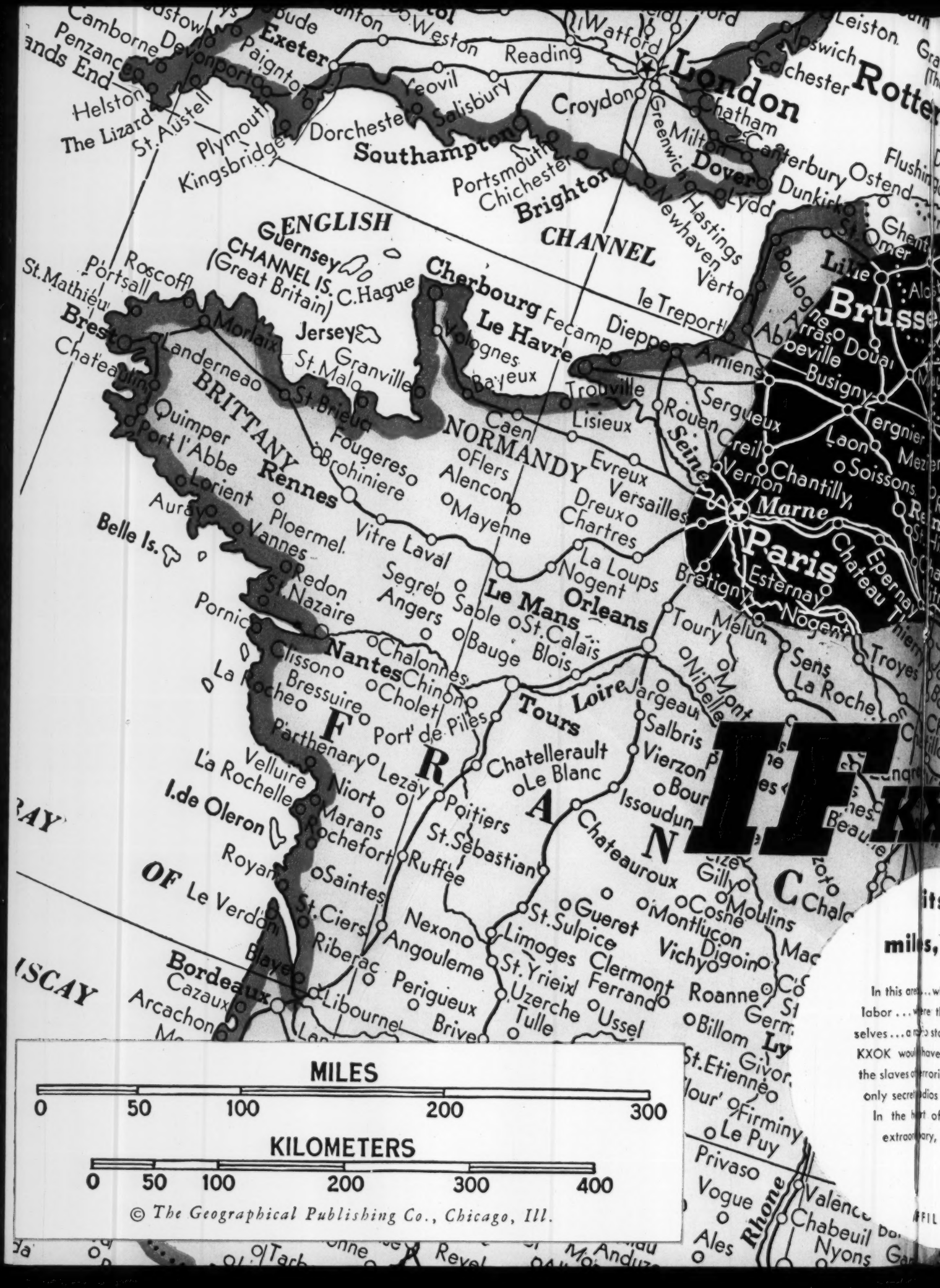
### Lt. Hugh F. O. O'Neil

LT. HUGH F. O. O'NEIL, Navy pilot and son of W. O'Neil, president of General Tire & Rubber Co. and of the Yankee Network, was drowned off San Diego, Cal., May 12, when his plane crashed in the ocean. Lt. O'Neil, 25, had not been identified with radio prior to his Navy service. His brother, Bill O'Neil, is owner and general manager of WJW Cleveland.




WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

# B A L T I M O R E


ENGLISH CHANNEL
Exeter
Plymouth
Southampton
Portsmouth
Brighton
Dover
London
Watford
Reading
Weston
Salisbury
Yeovil
Dorchester
Paignton
Devonport
Camborne
Penzance
Helston
The Lizard
St. Austell
Kingsbridge
Croydon
Chatham
Canterbury
Ostend
Dunkirk
Lydd
Hastings
Newhaven
Greenwich
Milton
Guernsey
CHANNEL IS.
(Great Britain)
C. Hague
Cherbourg
Fecamp
Le Havre
Dieppe
le Treport
Jersey
Granville
St. Malo
St. Brieuc
Morlaix
Roscoff
Portsall
St. Mathieu
Brest
Landerneau
Chateaulin
BRITTANY
Quimper
Port l'Abbe
Lorient
Auray
Vannes
Belle Is.
Rennes
Fougeres
Brohiniere
Vitre
Laval
Ploermel
Redon
St. Nazaire
Pornic
Segre
Angers
Sable
St. Calais
Le Mans
Mayenne
Flers
Alencon
NORMANDY
Caen
Lisieux
Trouville
Evreux
Dreux
Versailles
Chartres
La Loups
Nogent
Orleans
Bretigny
Esternay
Nogent
Melun
Toury
Vibelle
Mont
Sens
La Roche
Troyes
Chateau Thierry
Epernay
Marne
Paris
Seine
Vernon
Rouen
Creil
Chantilly
Soissons
Laon
Tergnier
Busigny
Sergueux
Abbeville
Arras
Douai
Lille
Boulogne
Ghent
St. Omer
Flushing
Rotterdam
Ipswich
Colchester
Leiston
Nantes
Chinon
Cholet
Clisson
Bressuire
La Roche
Pornic
Tours
Loire
Jargeau
Salbris
Vierzon
Bourges
Issoudun
Chatellerault
Le Blanc
Poitiers
St. Sebastian
Ruffee
Parthenay
Lezay
Niort
Velluire
La Rochelle
Marans
Rochefort
Saintes
Royan
St. Ciers
Riberac
Nexon
Angouleme
Perigueux
Brive
Tulle
Uzerche
St. Yrieix
Limoges
St. Sulpice
Gueret
Montlucon
Cosne
Moulins
Gilly
Chateauroux
Issoudun
Vichy
Digoin
Clermont Ferrand
Roanne
Billom
Ussel
Le Puy
Firminy
St. Etienne
Givor
Lyon
Privas
Vogue
Ales
Rhone
Valence
Chabeuil
Nyons
Bordeaux
Cazaux
Arcachon
Libourne
Blaye
I. de Oleron
OF Le Verdon
ISCAY
RAY
FRANCE
MILES
0 50 100 200 300
KILOMETERS
0 50 100 200 300 400
© The Geographical Publishing Co., Chicago, Ill.

# KXOK WERE IN EUROPE...

**its primary coverage would blanket an oval 300 by 212 miles, extending from Paris to Cologne...Brussels to Luxembourg.**

...where civilians are starved, beaten and deported into forced ...re they face chains or the firing squad for expressing them- ...a radio station with the coverage of powerful would have a tremendous effect in liberating ...aves of terrorized, Nazi-occupied Europe. There, secret radios now dare to tell the truth.

...the heart of America, KXOK's coverage is ...ordinary, where, in America, KXOK broadcasts its daily programs not only to the many thousands of radio listening families in the Greater St. Louis area, East St. Louis and surrounding towns ... but also reaches far into the newly developed oil fields of southern Illinois . . . the rich, agricultural cities of northwest Kentucky, southern Indiana and the central eastern section of Missouri.

Fact is, KXOK's primary area covers as many as 96 counties in this rich, Mid-Mississippi Valley area!

# KXOK

**SAINT LOUIS, MISSOURI**

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

*Owned and Operated by the St. Louis Star-Times*

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO.

XUM

# Editorial

## Hurling Stones & Curves

THE CHIPS are down, it now appears, in the fight of newspapers (or some of them) to block radio's competition in the field of retail advertising. A calculated and organized campaign to show radio's purported impotency as an advertising medium is under way.

But the proof of the pudding is in the consuming. All the surveys in the world won't deter advertisers from using a medium if they get results. And that's the story of radio.

In New York, which is anything but a typical market, the newspapers have subsidized a survey widely proclaimed as showing that newspaper advertising is eagerly gobbled up, while radio advertising is resented; that newspapers pull five-to-one against radio in the retail field, and that it's cheaper, more potent and whatnot.

The leading questions produced the desired result. The New York survey found that a strong majority of men and women preferred newspaper advertising and wanted omission of advertising over the radio. But the people weren't asked whether they preferred Radio by the American Plan (commercial) over Radio by the European Plan (Government-owned). They weren't told that the total time on the air devoted to advertising is about 8% and that it foots the radio programming bill. When the question was asked in another survey (Columbia U.) about the European vs. the American Plan, 75% wanted the American.

We could cite, chapter and verse, radio's effectiveness as an advertising medium. OWI can tell about a dozen war campaigns tried in the newspapers and which failed. Then radio did the job. And there was the 1942 survey of the Office of Facts & Figures, afterward suppressed [BROADCASTING, June 22, 1942], which showed that radio had supplanted the newspaper as the public's primary source of news.

The New York newspaper attack upon radio comes as no surprise. The American Newspaper Publishers Assn. convention was told that the big guns would be unlimbered, particularly after the initial success of radio in launching its retail advertising campaign last year. In that campaign no effort was made to disparage newspaper advertising; an affirmative and effective job was done. But the results must have hurt.

That isn't all. The American Medical Assn., which believes self-medication a crime, also blatantly attacks radio for accepting patent medicine business, and hails the newspapers for eliminating such advertising. To Dr. Morris Fishbein, the AMA *Journal* editor, we commend perusal of almost any of the metropolitan dailies. Many newspapers, to be sure, won't accept extreme stuff, particularly in these days of lush business and of paper-rationing. The same goes for radio.

We won't repeat the medicine headlines from ads in a New York daily, as we did a few weeks ago when a newspaper publisher lambasted radio commercials and wanted newspapers separated from radio station ownership (which we most vehemently oppose). But we will cite the last Federal Trade Commission annual report. It showed that during the last fiscal year 340,000 printed advertisements were examined, as against some 1,000,000 radio continuities. Nearly 26,000 of the newspaper ads were noted as containing representations that appeared "false and misleading". Less than 23,000 radio scripts were held for further examination.

We'll leave to the research experts the task of blasting by fact and figure the New York newspaper survey. But we wonder why newspapers, (most of those in New York included) are so avidly seeking FM and television and even standard stations if radio is such an inferior medium.

Radio doesn't have to resort to rock-tossing to get business. The sales manuals are replete with success stories on radio selling. There are pages of them indexed in agate type in the BROADCASTING 1944 Yearbook [pages 241-248]. The biggest success story of all is radio's war job.

Newspapers can survey and survey; radio will produce and produce; retailers will buy and buy. And there'll still be enough business for both media.

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## Comdr. Courageous

AMERICAN radio suffers an inrreparable loss with the decision of Commissioner T. A. M. Craven to retire from the FCC. On June 30, after nearly a decade as chief engineer and member, he returns to private business. It is gratifying that he will continue in radio, as engineering executive for the Cowles station group.

Tam Craven has been an outstanding public servant. In recent years his work on the FCC hasn't been too pleasant. The pressures have been great and the opposition strong. Ofttimes, it appeared he was waging futile battle. "Craven dissenting" became a sort of stock phrase. But within the Commission meetings he has been a rationalizing influence and more often than not, has kept the Commission from going off the deep end.

It has been Tam Craven's driving energy, intelligence, and—most of all—his courage and utter lack of fear that have won so many fundamental policy disputes on the Commission. The FCC minutes, since he assumed office in 1937, tell that eloquent story. There were the network regulations, allocations policies, the newspaper ownership fight and innumerable other controversies in which he figured. It has been his testimony before Congressional committees that has bucked the FCC majority on many occasions, because he felt it his duty to vote independently and according to his own conscience.

Tam Craven left a lucrative consulting engineering practice in 1935 at the behest of the President to become chief engineer. In 1937 he was elevated to the Commission. This service has been at great personal sacrifice. A Naval Academy graduate, he has spent 30 years in Government as against five in business. He returns to private life with the thanks and gratitude of every man in radio.

# Our Respects To —

MAJ. LOUIS WASMER

BROADCASTING, as an art and profession, has served as the stepping stone to many pursuits. But, so far as the record books go, it has never led to a state Governorship.

That is where Maj. Louis Wasmer, pioneer broadcaster, is headed if the efforts of public-spirited citizens of his native State of Washington carry through. Maj. Wasmer, owner of KHQ and KGA Spokane, and interested in other radio operations in the Pacific Northwest, has announced his candidacy for the Republican gubernatorial nomination at the insistence of citizens who urged him to run by petition, telegram and letter.

Now on active duty with the Army Air Forces, Maj. Wasmer is in the unique position of not being able to participate in his own campaign. That situation, however, may change, for he may find it expedient to go on inactive duty.

Aside from knowing radio, which is his business, the versatile Louis Wasmer is an aviator, photographer, Army Reserve officer and gentleman wheat farmer. His radio experience goes back to 1907, when radio was "wireless" and he was a "ham" operator.

As to his gubernatorial campaign, Candidate Wasmer says:

"If it is in the judgment of the majority that I could make a greater contribution as governor, then I will feel honored and privileged to serve."

Should Maj. Wasmer become the Governor of Washington State, his term will doubtless be one of real progress. Never content merely to accept things as they are, Louis Wasmer has always gone out to meet the future, and in many fields has helped bring it into the present.

When radio was in its swaddling clothes, in 1907, the youthful Wasmer had his "ham" station in Seattle, with most of the equipment made by hand. In the same year, he and Dubilier and Hackett started their own broadcasting station in Seattle. Those were the days of arc transmission and their station operated on a 60 amp. arc, with two 420-foot lattice towers.

"As far as we know, we were the first broadcasting station in the United States," said Maj. Wasmer in a recent interview. They played records and piano music several hours each day. And "hams" all along the Coast tuned in.

In 1908, when he was but 17, Louis Wasmer was made president of the Seattle Wireless Club, and the next year took a position as operator with the United Wireless Co., Seattle. That firm supplied the wireless operators and

(*Continued on page 38*)

# THREE MEN AND A MICROPHONE:

When Portland's community leaders "start something," the mikes of Portland's community-leading station are in front of them spreading the good news...

When Henry Kaiser's 90,000 Portland-area workers slid their first Liberty ship off the ways...when they built the *Joseph Teal* in a record 10 days...when they built their first tanker and their first carrier...when Henry brought his first trainloads of workers from the East... KOIN was on the job telling the story as vividly as only radio can tell it. Three live KOIN lines tap the Kaiser yards for the amazing news they're making every week...

*Henry Kaiser*

Earl Riley, Portland's competent and tireless mayor, is the mainspring of a Service Men's Center which does the best job in the U.S. for men in uniform. There KOIN puts on each Sunday night an original all-ship-yard-talent show... when Earl Riley was picked as the most typical U.S. mayor to visit England KOIN's mikes bade him good-bye, welcomed him home again, broadcast his reports... Mayor Riley, as the *representative of the people* of Portland, sponsors the KOIN park concerts...when he has an emergency proclamation to make, he plugs in the KOIN direct-line in his office and the whole Northwest hears what's up...KOIN's audience gets constant reports of how its community is being run...

*Earl Riley*

When Edward C. Sammons, vice-president of Iron Fireman, and chairman of the War Finance Committee of Oregon, sets out on one more of his unceasing projects for the good of our community, KOIN goes alongside. We carried each of his speeches opening each War Bond drive, and released them to all other Oregon stations...carried his triumphant report each day as Portland climbed to its quota and way beyond... carried from the campus of Oregon State College the anniversary party of the State Board of Higher Education (of which he's a member)...We make Sammons work for our audience, too, on KOIN's own Post-War Committee because he's president of the Oregon War Industries and Chairman of the Northwest Committee on Economic Development.

*Edward C. Sammons*

*Kaiser, Riley and Sammons are only three typical community leaders who are helping to build Portland. We're proud to print their pictures here because they typify not only the men and works who have their neighborhood at heart, but because they're typical of the mood and manner-of-work of the radio station which believes that the story of the welfare and progress of its community is the greatest radio program that can be broadcast.*

**KOIN**

**PORTLAND, OREGON**

FREE & PETERS, INC.
*National Representatives*

KATE
ALBERT LEA & AUSTIN
MINNESOTA
A
BLUE AND
MUTUAL
OUTLET IN—
*Southern Minnesota and Northern Iowa*
*John Pearson Co., Natl. Reps.*

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
*Send for WHO'S WHO on WEVD*
WEVD — 117 West 46th Street, New York, N. Y.

## Our Respects to

*(Continued from page 36)*

leased equipment to boats traveling all over the globe. The job opened up a new world to the eager young man.

It was not only the world of radio and its people that he came to know, but also the vast spaces out beyond the limits of his home town, Seattle. With the United Wireless Co., he went to Alaska and floated down the Yukon from White Horse, stopping along the way to investigate abandoned experimental radio shacks that lined the river. From those shacks he salvaged equipment left by disillusioned or disgusted pioneers who had given up.

### Famous Names

Because the West Coast was believed ideal for wireless experiment, names now famous in radio pioneering located in the area, and Louis Wasmer became acquainted with such people as Dr. Lee De Forest; Dubilier, who was to head the Cornell-Dubilier radio firm; and the great Nicola Tessla. He still has one of the original De Forest vacuum tubes of the six that exist today.

His job with the Wireless Co. took him still further away—to the Orient and China as well as Japan and the South Pacific Islands. Along the route the engineer checked the shore installations set up by the company as a point of contact with the boats.

For a while, Louis Wasmer was assigned the post of setting up the Seattle Wireless Co.'s stations along the coast. He was instructed to build the shacks close to a main highway near the coastline, then as soon as possible start the "spark" going in the window.

### Flying, Too

Paralleling his early radio experience, Maj. Wasmer became tremendously interested in flying. And in 1911 he made by hand what was intended to be a glider. "But it wouldn't glide," he explained," "so we made it heavier and put in an engine. Then we had a plane. And it flew."

Since then he has always owned a plane, except for the period when the First World War and flying stopped as it did for this war.

Radio stopped, too, for amateurs, and when operations were resumed in 1921, Louis Wasmer saw that the medium was coming into its own as a means of entertainment. The commercial value of radio was being explored, so he started manufacturing transmitting and receiving sets for retailers.

In 1922, Louis Wasmer opened KHQ Seattle. The station became so popular, that three years later a citizen's committee from Spokane went to Seattle to ask that the station be moved to Spokane. In 1933 he took operation of KGA Spokane from NBC. He owns stock in KOL Seattle and an interest in the Pacific Mutual Network.

About that time there was another young man greatly interested in the future of radio. He was on the Coast trying to sell the new medium to others who, frankly, were not interested. He was Niles Trammell, now NBC president and then a salesman for the Pacific States Electric Co. Often Louis Wasmer joined him in his rounds trying to get people interested in stocking and selling radio equipment. "You might say we peddled radio to the Coast," Maj. Wasmer laughed.

After Pearl Harbor when the CAP was organized, Louis Wasmer was commissioned a captain in communications and transportation. Thus he was able to make use of both his flying and radio experience when the country needed it. Later he was transferred to the Army Air Forces as an air communications officer and was promoted to major.

He was born in Grand Island, Neb., May 10, 1892, and moved to Seattle at an early age. After going through the usual preparatory schooling, he studied electrical engineering at the U. of Washington.

In 1938 he married Florence Waterhouse, a concert violinist at KHQ. They live in Spokane where the major has a large wheat farm and is a member of several civic organizations, Rotary Club, Chamber of Commerce, Shriners, Moose, and others. Of course, he is also a longstanding member of the American Radio Relay League, the "ham" operators' organization.

Besides his other career-hobbies, Maj. Wasmer keeps up his great interest in photography. "I've got a darkroom and equipment to go in it that are my pride and joy," he beams.

He enjoys telling of one of his early experiences with radio and Tessla, the renowned inventor of the Tessla coil. Tessla was broke and asked the young Wasmer to help him with an idea. The plan was to build a coil, duplicating the original made just a short while before.

They improvised with makeshift equipment until the coil was duplicated, then obtained billing at the Old Family Theatre in Seattle as "Electro the Great". "We got $50 and return booking for another week," the Major said. "All I did was hand him eggs and pellets and other odd objects, while he fried the eggs and made the pellets jump around madly on the coil. It astonished the audience."

## *NEW POST AT KMBC ASSIGNED BENNETT*

SAM H. BENNETT, director of sales at KMBC Kansas City, since 1939 has been named vice-president in charge of sales activities for the Midland Broadcasting Co., according to Arthur B. Church, president and principal owner of KMBC.

Mr. Bennett

Promotions and increase in station's executive staff are aside from future expansion plans for increase in station power, television and FM stations [BROADCASTING, April 10] and include appointment of G. L. Taylor, president of the Midland Radio & Television schools, as vice-president of the broadcasting company in charge of schools division and technical development. Sidney Walker, prominent Kansas City banking executive has been named new treasurer of KMBC.

With new plans for station expansion, studios and talent staff will be on the top floor of the Pickwick Hotel and executive and business offices will occupy space on the tenth floor.

## NBC Promotion Group To Meet in New York

FIRST ANNUAL meeting of the promotion managers of NBC's owned and operated stations will be held in the network's New York office, May 24-26. Charles P. Hammond, NBC director of advertising and promotion, who will be chairman, said the conference will establish "a common base for more effective promotion planning between network and affiliates."

Planning to attend are: Frank Ford, western division, Hollywood; Helen Murray, KPO San Francisco; Emmons C. Carlson, NBC central division; Howard Barton, WTAM Cleveland; Mahlon Glascock, WRC Washington; Charles Philips, KOA Denver. Edward de-Salisbury will represent WEAF New York.

## KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 142 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

# KDYL

## POINTS TO SALES AND PROFIT *in the* Utah *market*

### Two Facts Give One Answer . . .

1. There are nearly three-quarters of a million people in Utah —with radios in 930 homes out of every 1000, one of the highest per capita ratings in the nation as a radio-listening market.

2. KDYL has the highest audience rating in this area.

**Answer** —*Add these two points together and you can't help but see the logic of including KDYL in your advertising and sales plans in the west.*

# KDYL

**UTAH'S NBC STATION**

S. S. FOX, President and General Manager

JOHN BLAIR & CO., National Representative

**Vocal Security**

Two speakers might make the same speech; one depress—one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

**WAIR**

Winston - Salem, North Carolina

**STOVIN & WRIGHT**

RADIO STATION REPRESENTATIVES

*offices*

MONTREAL • WINNIPEG

TORONTO

**KUTF**

TWIN FALLS • IDAHO

# *Personal* NOTES

G. A. (Dick) RICHARDS, president of WJR Detroit, KMPC Los Angeles and WGAR Cleveland, has returned to Detroit after spending the winter in California, supervising the transfer of KMPC studios from Beverly Hills to Los Angeles.

DON S. ELIAS, executive director of WWNC Asheville, addressed a luncheon attended by officers of Moore General Hospital.

JAMES LAWRENCE FLY, FCC chairman, has accepted an invitation to address the sixth annual convention of the American Federation of Radio Artists, scheduled for Aug. 25-27 at the Carter Hotel, Cleveland, the talent union has announced. Chairman Fly will be the first speaker from outside the Union's ranks to speak at an AFRA convention.

NORAH K. DONOVAN, formerly with Hawkins, Delafield & Longfellow, New York attorneys, has been appointed manager of the literary rights division of the Blue Network. Division has been placed under the jurisdiction of Dorothy Kemble, continuity acceptance manager.

SYD LANCASTER, formerly assistant manager of CFRN Edmonton, has joined the sales staff of Radio Representatives, Toronto.

JOHN R. LIVINGSTON, former member of the sales staff of WRJN Racine, Wis., has joined the Chicago sales staff of William G. Rambeau Co., station representatives.

HAROLD E. FELLOWS, general manager of WEEI Boston, has been elected to the board of directors of the Boston Better Business Bureau.

FRED A. MOORE, since 1928 head of RCA's subsidiary company in Chile, Corporacion de Radio de Chile, has been appointed RCA Victor regional director for Latin America. Carlos Touche has been named president of RCA Victor Argentina, Buenos Aires. Harold R. Maag is now general manager of RCA Victor Mexicana, Merico City. L. A. Humphries has been appointed general manager of Corporacion de Radio de Chile.

CORP. WILLIAM J. NELSON, formerly with the sales promotion staff of WLS Chicago, has joined the radio production staff of Air Service Command Headquarters, Patterson Field, Ohio.

HELEN MURRAY, sales promotion head of KPO-NBC San Francisco, was married to Don Hall, lecturer and playwright, May 1.

FRED SELZER, NBC Hollywood national spot account executive, has been commissioned a lieutenant (j.g.) in the Navy and on May 15 reported to indoctrination school at Tucson, Ariz. His network post has been taken over by Don Norman, transferred from KPO San Francisco.

WILLIAM B. GREENWALD, former owner of KWBW Hutchinson, Kan., has been named to head the information service of the War Manpower Commission in Michigan.

FIN HOLLINGER, general manager of KDB Santa Barbara, Cal., has been appointed to the Santa Barbara Post-War Planning Commission.

WILLIAM A. BANKS, president of WHAT Philadelphia, heads the Radio Committee for the Allied Jewish Appeal for the fifth year.

## Posthumous Award

MAJ. JOSEPH A. BURCH, Signal Corps, who was shot down by Japs in action over Soerabaia, Java [BROADCASTING, Jan. 25, 1943], has been awarded posthumously the Legion of Merit, which was presented to his widow, Mrs. Joseph A. Burch of Brooklyn. Citation read in part: "In his capacity as Assistant Signal Officer in charge of radio communications for the Java Area, Maj. Burch manifested exceptional ability in the detailed organization, direction and operation of all radio communication facilities in that theater. His devotion to duty, integrated knowledge of that area coupled with superior technical ability made possible sustained employment of all aircraft in defense of that region."

## *LEGISLATORS VISIT RCA LABORATORIES*

HEADED by Frank M. Russell, NBC Washington vice-president, members of the House Interstate & Foreign Commerce Committee and Senate Interstate Commerce Committee on May 13 visited RCA Laboratories in Princeton, N. J., to get a first-hand picture of developments in radio and electronics of post-war importance.

Law makers, who are charged with communications legislation, were shown RCA's electron microscopes, experimental models of television home receivers, theatre television, a new type of FM receiver, FM police equipment, facsimile, electronic sewing machine, were given demonstrations in radiothermics and shown advances made in radio and television tubes.

Sen. Hawkes (R-N.J.) was the only member of the Upper House on the trip. Representing the House were Reps. Bulwinkle (D-N.C.), acting chairman; Chapman (D-Ky). Boren (D-Okla.), Beckworth (D-Tex.), Priest (D-Tenn.), Harris (D-Ark.), Harless (D - Ariz.), Holmes (R-Mass.), Brown (R-Ohio), Howell (R-Ill.), Wolverton (R-N.J.), Scott (R-Pa.), Elton Layton, Committee clerk. Representing RCA and NBC, in addition to Mr. Russell, were Carleton Smith, manager of WRC Washington; Oswald Schuette, Washington counsel of RCA, and Albert E. Dale, NBC director of information.

BEN B. SANDERS, WNOX Knoxville account executive, is the father of a boy.

P. L. PALMERTON, in a reorganization of the personnel of Western Electric Co.'s radio division, has been promoted from radio merchandise manager to assistant division manager, while D. C. Hickson, Washington manager, is transferred to New York headquarters as staff assistant, both reporting to F. R. Lack, vice-president in charge of the division. J. W. Sprague, division comptroller, and H. N. Willets, commercial contract service manager, will also report to Mr. Lack.

WALLY GRIGG, former control room operator of CKX Brandon, has been named commercial manager of the station.

HERBERT V. ANDERSON, formerly with several utility companies in sales and promotion and James A. Nolan, former vice-president and account executive of Criterion Adv., New York, have been added to NBC's national spot sales staff.

HAPPY OVER FORMATION of the new Mexican Blue Network, Emilio Azcarraga, owner of XEW Mexico City, and Clemente Serna Martinez, vice-president of Radio Programas de Mexico, board the Cia. Mexicana de Aviacion clipper for a trip to Tampico. The new network is a daily 15-station hookup of the stations affiliated to the Radio Programas de Mexico, just started "south of the border".

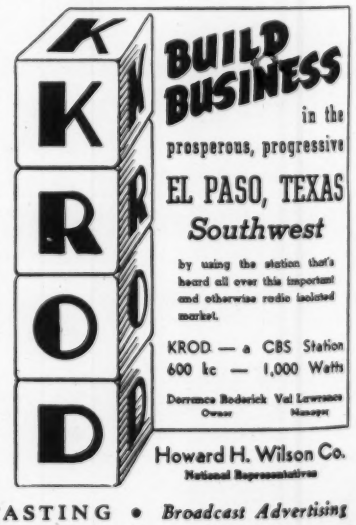
## Maj. McCaw Gets New Communications Post

MAJ. J. ELROY McCAW, owner and general manager of KELA Centralia, Wash., last week was elevated from executive officer to special assistant to Brig. Gen. Harold M. McClelland, Air Communications Officer of the Army Air Forces, with headquarters in Washington. In his new post, Maj. McCaw will assume a number of the functions to which he was assigned as executive officer and also will be in charge of liaison with Allied governments on Army Air Forces communications.

Commissioned a second lieutenant about two years ago, Maj. McCaw first served as executive officer to Brig. Gen. Alfred W. Marriner and subsequently as assistant executive officer to Lt. Gen. Barney M. Giles. About nine months ago he became executive officer to Gen. McClellan.

### CBS Promotion Award

CBS PROMOTION booklet, "Portrait of a Great American", based on the story of CBS' Kate Smith, has been given an award of distinctive merit by the jury of awards of the 23rd annual exhibition of Advertising Art conducted by the Art Directors Club. Presentation was made May 15 at the Waldorf-Astoria Hotel in New York.



# YOU MUST HAVE A STRONG SIGNAL*

That is, if you want your message to be heard clearly, distinctly, and dependably everywhere in your primary marketing area. Anyone in Baltimore will tell you that WFBR comes in remarkably clear and sharp. It's another WFBR advantage!

When you buy WFBR, you can be sure that your advertising message will be heard strong and clear (at least 5 millivolt strength) *in the homes of over a million people in Baltimore and vicinity!*

We call it WFBR's top coverage area!

But there are also hundreds of thousands of additional people in the rich Maryland trading area that can also clearly hear WFBR's signal (at least ½ millivolt strength in an area of 2,945 square miles).

Another reason why you can depend on WFBR's signal, is that the station's antenna towers are anchored in Baltimore's salt water harbor. This largely contributes to the *dependability* of WFBR's signal throughout the primary coverage area.

You cannot overlook this important signal factor in making your radio plans in Baltimore. When you buy WFBR, you can always depend on it's signal!

***ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!***

RADIO CENTRE, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

# BEHIND the MIKE

JOHN FENSTER, discharged from the Army has joined the sales department of WOR New York, replacing C. N. Van Auken, resigned to join Biow Co., New York. He was formerly in newspaper advertising. Jack Irish, former announcer and newscaster of WHK Cleveland, has joined the WOR announcing staff.

EDWIN I. ENGLAND, former teacher, has joined the CBS research department as program study director. Fred Carr has been transferred from the program division of WABC, CBS New York key station, to CBS network operations as assistant director.

ARNOLD MICHAELIS is returning to CBS as script editor of WABC New York. With CBS in 1941, Mr. Michaelis resigned to do free-lance scripting, later joining Biow Co. as a producer-director. Most recently he has been a senior director of the Blue network.

MAJ. C. W. GILCHRIST, former press representative of CBC Halifax, has been promoted to lieutenant colonel. He is now editor of the *Canadian Maple Leaf*, published by Canadian forces in Italy.

MURRAY STOOPACK, formerly on the broadcast desk of the *N. Y. Daily News*, has joined the news department of WQXR New York, replacing Ed Pitney, who has resigned to join the OWI as writer.

BOB LEDYARD, former free-lance announcer, has joined WJW, Cleveland.

GEORGE A. MELLOR has joined WENY Elmira, N. Y., as assistant program director. He was formerly promotion director of the *Elmira Star Gazette*.

JIMMIE SIMPSON and Will Taylor are new additions to the announcing staff of WBOC, Salisbury, Md.

LARRY SCOTT, formerly in dramatic and quiz shows at the Purdue U. station, WBAA, has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

GIBSON JACKSON has joined the announcing staff of WSAV Savannah, Ga. following honorable discharge from the Army. Carleton Hildreth is also a new addition to the WSAV announcing staff.

ROGER S. (Dutch) UNDERHILL, former sports and news announcer of WISN Milwaukee, is now a member of the announcing staff of WIND Chicago, working with Walt Lochman on play-by-play announcing of the Chicago White Sox baseball games.

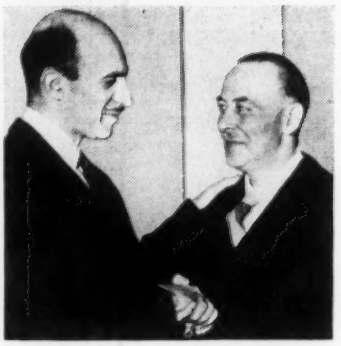
CHARLES J. BARRINGTON, formerly with KMOX St. Louis, is a new member of the announcing staff of KDYL Salt Lake City. Ken Hegard has been appointed chief announcer of KDYL.

WYLLIS COOPER, head of the program development division of NBC's program department, has resigned effective May 15.

PATRICK HENRY has joined KERN Bakersfield, Cal. as announcer-writer.

FRED MacPHERSON, announcer of KFBK Sacramento, Cal., is the father of a girl.

JOHN FORSYTH, former announcer of KFWB Hollywood, has joined KFI-KECA Los Angeles as announcer.



HEADING NEW department of program coordination at WHAS Louisville is Ray Shannon (r), veteran broadcast executive and member of the NAB Program Managers' Executive Committee, A. W. Marlin (l), WHAS program director, greeted the new executive, who will coordinate production, music, engineering, sales promotion and management. Mr. Shannon entered radio as staff musician of WHK and WGAR Cleveland, where he was a member of the Cleveland Symphony Orchestra for seven years. Subsequently he served as assistant musical director of WTAM and WHK; program director - production manager of KQV Pittsburgh; program director of KMBC Kansas City.

GWEN SPARGO has joined the continuity department of CKWX Vancouver.

JUAN ROOT, of the production staff of CBR Vancouver, is the father of a girl.

AUSTIN FENGER, producer and newscaster of KSFO San Francisco, has taken on the added duty of news editor.

BOB PHILLIPS, formerly of KWKW Pasadena, Cal., and KIRO Seattle, has joined KGO San Francisco as announcer.

DOUGLAS ADAMSON, former announcer of KPAS Pasadena, Cal., is now with KOY Phoenix.

BILL CHARLES, announcer, has joined KFDA Amarillo, Tex.

HERB HALEY, announcer of KGO San Francisco, is the father of a girl.

CALVIN PEPPLER, formerly of the public relations department of CKY Winnipeg, is now a fighter pilot in the European theatre with the Royal Canadian Air Force.

WILF. CARPENTIER, for the past 30 months manager of public relations department of CKY Winnipeg, has been appointed supervisor of program production. He is succeeded by D. R. P. Coats, former public relations chief, who has rejoined CKY after two years in the Royal Canadian Air Force.

HOWARD MALCOLM, announcer, has joined WBBM Chicago.

PAT BURTON, WBBM Chicago news writer, was married to Pvt. Beecher Frank, U. S. Army, on May 9.

JANE COHAN, member of the WBBM Chicago continuity editing department, was married to William Walbaum of the Arthur Meyerhoff agency on May 13.

KEN CROSSLEY, formerly of CKGB Timmins, Ont., has transferred to CKRN Rouyn, Que., as English production director. His place at CKGB has been taken by Albert Aube of CKRN.


WQAM

THE VOICE OF TROPICAL AMERICA

MIAMI

CBS AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

# KANSAS CITY IS A KOZY MARKET...

Available Now
WRITE FOR
Rate Card No. 3

**And . . . EXCLUSIVE**
**in the Kansas City Area . . .**
**K-O-Z-Y MEANS FM . . .**
**the Voice of Tomorrow - Today!**

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

## FM Radio Station KOZY

**PORTER BUILDING ★ KANSAS CITY, MISSOURI**

First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT
All surveys agree WRC leads morning, afternoon and night.

First
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
NBC Washington

MARTHA MILLER, new to radio, is now women's commentator for WBT Charlotte, N. C.

HENRY ORBACH, formerly of KFEL Denver, WKY Oklahoma City and KARK Little Rock, Ark., has been appointed news editor of KGO San Francisco.

JOHN K. CHAPEL, news editor of KROW Oakland, Cal., is the father of a boy.

BOB SWEENEY, announcer of KYA San Francisco, has been appointed chief announcer.

IKE CLINTON, new to radio, has been added to the announcing staff of WHBQ Memphis.

R. J. RAWLEY, WSYR Syracuse newscaster, has been appointed news editor of the station.

HARRISON EAGLES, former WTHT Hartford and WAGA Atlanta announcer, has joined WPAT Paterson, N. J.

RICHARD BLAKE, formerly with the promotion department of the *Saturday Evening Post*, has joined the advertising and promotion staff of NBC.

DAVE PAGE, former announcer of KWNO Winona, Minn. and now in the Army, is completing a training course with Armed Forces Radio Service, Los Angeles.

LOWELL THOMAS, NBC commentator, received the degree of Doctor of Humane Letters from Dr. Dixon Ryan Fox, president of Union College, Schenectady, at a special convocation held May 7 to mark the 200th *Empire State Town Meeting* broadcast of WGY Schenectady and the college.

JAMES HINES, formerly of WFCI Pawtucket, R. I., has joined the announcing staff of WEEI Boston.

BOB GREENE, newcaster of KNX Hollywood, has been inducted into the Army.

LUCIEN DUMONT, new addition to the WCOP Boston announcing staff, replaces Leon Lipson, who has accepted a position with the Foreign Economic Administration in Washington.

LEONARD REEG, Blue Hollywood producer in Los Angeles, is the father of a girl.

BILL HAWORTH, newscaster of KHJ Hollywood, has shifted to KNX Hollywood. He succeeds Bob Greene, now in the Army.

NORMAN BAUMAN has shifted from the Canadian Broadcasting Corp. studios, Montreal, to CJBC Toronto to produce public service features.

## McCray to NBC

THOMAS C. McCRAY, formerly with the broadcasting division of the New York Office of Censorship, has been appointed eastern program manager of NBC and program manager of WEAF New York. Before joining the Office of Censorship, Mr. McCray was assistant general manager of WTIC Hartford. He replaces Wynn Wright who recently was made national production manager of NBC.

### Centennial Observance

CENTENNARY of three organizations—the YMCA, the N. Y. Philharmonic Symphony, and its sponsor on CBS, the U. S. Rubber Co.,—will be highlighted June 4 with the premier performance of a composition by Morton Gould. Conductor on *Cresta Blanca Carnival* on CBS, Mr. Gould was commissioned by the YMCA to write the symphony.

# Studio Notes

WCKY Cincinnati is prepared to go on a 24-hour schedule the minute Allied troops begin the long-awaited invasion of Europe. Station has arranged a special service whereby persons living in the greater Cincinnati area will be notified by phone in the event the invasion begins during the night. In addition, lines have been installed in five RKO theatres in downtown Cincinnati over which WCKY will flash the news as soon as it breaks.

A WEEKLY feature of WELI New Haven, *Connecticut Forum of the Air*, has been expanded to the Connecticut State Network. Featuring Connecticut residents who are nationally known figures, the *Forum* is heard Thursday, 8:30 p.m., replacing America's *Town Meeting of the Air* on CSN stations which are also affiliates of the Blue.

TYING in with Hearst Newspapers' plan to signal the European invasion by sounding the Liberty Bell, NBC has installed lines into Independence Hall in Philadelphia, to carry the sounds to NBC listeners and possibly abroad.

KFEL Denver has announced upon closing its service letter slogan contest that a total of 250 awards have been made to listeners who have sent in winning slogans for use on KFEL newscasts to promote letter writing to servicemen.

PERSONNEL of the Crosley Corporation (WLW WSAI WLWO Cincinnati) broadcasting division attended a second series of conferences May 11-16 to learn about FM, television and BBC operations in connection with broadcast material for WLW.

CFRN Edmonton in covering ceremony of the United States Army dedicating the oil refinery at Whitehorse, Yukon, used a wartime built telephone line 1,400 miles long direct from Whitehorse to Edmonton.

CKCV Quebec has subscribed to Press News service.

WPDQ Jacksonville, Fla., to inform a large group of listeners when the invasion breaks, has arranged to telephone 500 pre-determined listeners who in turn will contact five of their neighbors. Within 12 minutes station plans to begin broadcasting of continuous news coverage as information arrives.

WKNY Kingston, N.Y., on May 10 presented serveral remote and special broadcasts of the Kingston celebration activities honoring Maj. Gen. Frederick L. Anderson Jr. of Kingston, now overseas, who was selected by the local Lions Club as the city's outstanding citizen for 1943.

ST. PAUL *Dispatch* and *Pioneer Press* on May 9 staged the seventh annual *Fishermen's Party* over WTCN before more than 1,000 persons in the St. Paul municipal auditorium for the benefit of underprivileged children. Bob DeHaven, WTCN program director, was m.c. for the seventh consecutive time.

STARS of the NBC-WSM Nashville, Tenn. program *Grand Ole Opry* were flown by the Army May 12 to Memphis to do shows for WAC recruiting drive.

WMPS Memphis, Tenn., is presenting direct three-minute newscasts in the downtown Warner Bros. theatre between all features.

WKRC Cincinnati originates the forum series *Problems of Peace* and not WSAI Cincinnati as incorrectly stated in this column May 8.

TO PRESENT successful applicants for KFI-Hollywood Bowl Auditions, KFI Los Angeles has started a series of weekly broadcasts featuring non-professional singers selected by a preliminary jury. Limited to 24 contestants, winner or winners will receive a professional engagement with Los Angeles Philharmonic Orchestra on a Hollywood Bowl program at fee of $100.

ORIGINATING AT WOWO Fort Wayne, Ind., for the last year, *Hoosier Hop* started on the Blue Network May 6. Featuring rural rhythm and barn dance entertainment, the program has become so popular it was necessary to move from WOWO studios to larger quarters in the Fort Wayne Shrine Theatre in October 1943.

WQXR New York is putting out a news letter for station employes now in the service and their families. Title is *Your High Fidelity Reporter*.

CHILDREN'S television party for the sons and daughters of television set owners was held May 14 at WRGB Schenectady. Members of the staff who appear on the television screen were present to meet the children and their parents.

WRRF Washington, N. C., now publishes a monthly *Air Fax* house organ dealing with news and features of the station. Paper is edited by N. L. Royster, program manager.

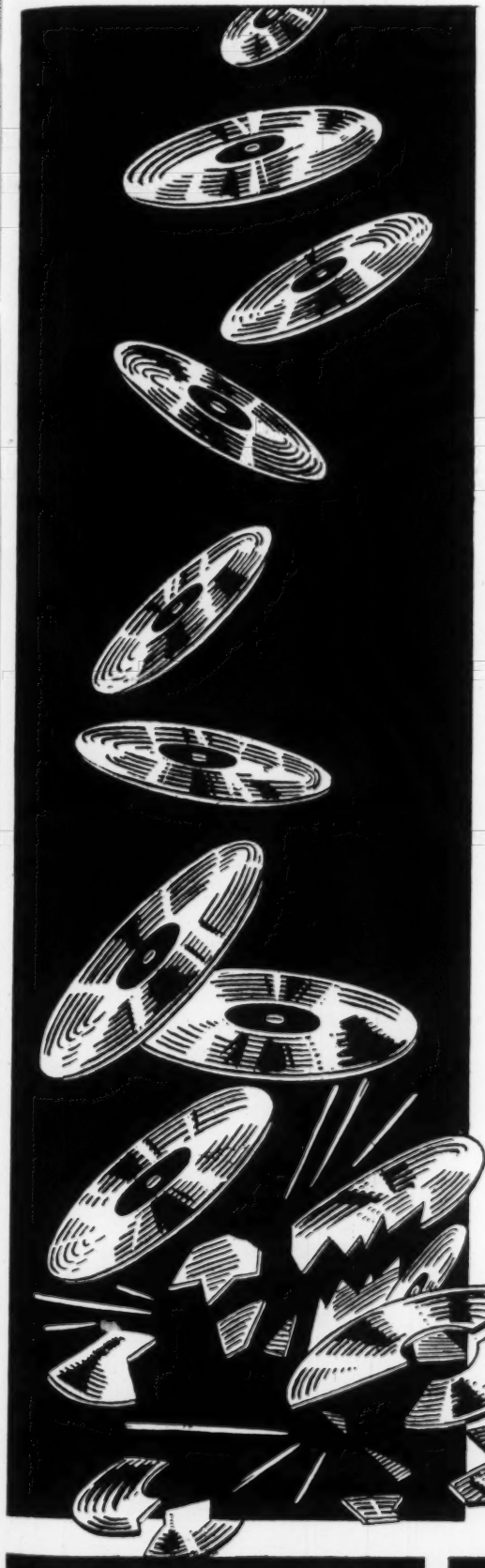
READER'S DIGEST story, "Four Pillars of Income" was aired on WLAC Nashville using the central character in his own part. The man is C. W. (Bill) Bailey, bank president whose income plan for farmers forms the basis of the story. A transcription was flown to one of Mr. Bailey's sons stationed in North Africa.

WNEW New York has proposed to the Radio Directors Guild, New York, a plan designed to enable young talent to get started in radio. Station seeks the cooperation of the Guild in furnishing volunteer program directors to direct young and talented members of AFRA in a series of weekly broadcasts making use of program material suggested by the War Writer's Board. Talent would receive regular AFRA fees.

THE 100,000th student in the Chicago area to attend and participate in WGN Chicago's *Citizens of Tomorrow* broadcasts was to be heard on the May 21 broadcast. Program began in 1940 to salute youth's scholastic achievements and war exort contribution.

WCOP Boston, in cooperation with Boston U. Radio Institute and the Institute for Democratic Education, is presenting a weekly series titled *Lest We Forget—One Nation Indivisible*.

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS



# Now - 160

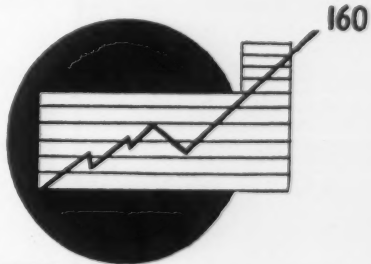
## RECORDS MAY BE SCARCE

# But

## KNOXVILLE CONTINUES TO

# Break them!

. . . And if the records could play they'd stick at: "Increasing . . . Increasing . . . Increasing . . . " for that is what Knoxville continues to do. According to Sales Management's "Retail Sales and Services Forecast for May 1944" with May 1943 as a base of 100%, Knoxville showed an increase to 160% . . . leading the nation!




*Quick Facts*

*Knoxville: Now a city of more than 200,000 . . . Metropolitan Area includes ALCOA and other big industries . . . Has highest percentage radio homes and white population of any Tennessee city.*

**WBIR WROL WNOX**

KNOXVILLE, TENN. • HOME OF TVA

ALL WASHED UP IN TUB (Ky.)?

If the tire shortage is keeping your salesman from dipping into Tub and other little towns, don't wash your hands of Kentucky! The Louisville Trading Area is the big suds in this entire State — 1,336,000 people with $610,000,000 in buying power (57.5% of Kentucky's total)! . . Not only does WAVE reach every radio home in this Area— it does it for far less than any other medium!.. Shall we boil up some sales in Louisville for *you*.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives


# Agencies

ARTHUR L. TERRY, former office and production manager of Brooke, Smith, French & Dorrance, Detroit, has joined the New York staff of Arthur Kudner Inc., where he will manage the service department. William McDermott, formerly of J. Walter Thompson Co., has joined the same department.

B. E. HOWARD, former creative head of Campbell-Mithun, Minneapolis, has been appointed copy chief of BBDO"s Los Angeles office. Renzo Cesana, one-time advertising manager of Roma Wine Co. and more recently head of the Cesana agency in San Francisco, has also joined the executive staff of BBDO's Los Angeles office.

CHICK VINCENT, freelance producer, has established his own radio production firm at 509 Madison Ave. under the name Chick Vincent Co.

M. W. WOOD, associated with the Jam Handy organization, Detroit, in creative and production work for seven years, has replaced James Shelby as director of radio at McCann-Erickson, Chicago. William Shepard will continue as assistant director and producer.

HELEN LEE, former WQXR New York script writer, has joined the script writing staff of Newell-Emmett Co., New York.

FRANK COOPER, for six years manager of the radio department of General Amusement Corp., has set up his own office at 521 Fifth Ave., New York. His services include talent management and program development. Since leaving GMA, where he was succeeded by Douglas Storer, Mr. Cooper has been free-lancing.

BOTSFORD, Constantine & Gardner has moved Los Angeles offices to larger quarters at 629 S. Hill St. Telephone remains Michigan 1427.

JEAN McFARLAND, of J. Walter Thompson Co. Hollywood publicity staff, has joined N. W. Ayer & Son as publicity director.

RAYMOND REEVES, formerly regional business consultant of the Dept. of Commerce, has rejoined J. Walter Thompson Co., New York.

W. DOUGLAS HUMPHRIES, formerly of McCann-Erickson, New York, and Robert Hodges, formerly of N. W. Ayer & Son, New York, have joined the copy staff of J. M. Mathes Inc., New York.

RALPH WILL, formerly advertising manager of Eastern Corp., South Brewer, Me., writing paper manufacturer, has joined the creative staff of Fuller & Smith & Ross, New York.

PENNY LEIGHTON, formerly associated with Director & Lane, New York, has been appointed publicity director of Rill Associates, New York advertising agency.

HENRY STAMPLEMAN, formerly with Warwick & Legler, New York, is now a member of the staff of Victor M. Ratner Co., New York.

M. L. MUHLMAN, active in the radio and electronics publishing field for 20 years, has joined the electronics division of Erwin, Wasey & Co., New York.

ALVIN SHAFFNER, former field supervisor of Young & Rubicam, New York, has been appointed manager of the Latin American division of the agency. He replaces Ovid Riso who resigned May 1.

MARLO LEWIS, former radio director of Blaine-Thompson Co., New York, has been made a vice-president and a member of the board of directors. New radio director is Richard Ash, for the past year-and-a-half an account executive. Mr. Ash was formerly in the production department of WOR New York.

JULES MIREL, former assistant to the president of Morton Freund Adv., New York, has established an agency of his own at 25 East 26th St., New York.

C. FRANK GOODMAN, former radio director of Young & Rubicam, Toronto, has joined D'Arcy Adv., Toronto.

CEDRIC W. TARR, San Francisco copy director of Buchanan & Co., has been appointed account executive and assigned to account of Tide Water Associated Oil Co., Pacific division.

MARIAN BAILEY, former assistant public relations director of Mark Hopkins Hotel, San Francisco, has joined Botsford, Constantine & Gardner, Los Angeles, as copywriter.

WILLIAM L. DAY has resigned as head of the creative staff and chairman of the plans board of Foote, Cone & Belding, New York.

FRED MASLEN, formerly with Buchanan & Co., and Marschalk & Pratt Co., New York, has joined the creative staff of Fuller, & Smith & Ross, New York.

WYLLIS COOPER, with NBC as director of the program development division since April, 1943, this week joins Compton Adv., New York, as a program supervisor.

THOMAS H. YOUNG, who last January succeeded J. J. Griffin as media director of Calkins & Holden, New York, has been accorded the additional title of radio director.

VICTOR McLEOD, Hollywood writer, has joined J. Walter Thompson Co., assigned to NBC *Chase & Sanborn Show*.

## Fire Prevention Awards

MEDALS for outstanding public service in the field of fire prevention during 1943 will be awarded to stations May 25 by the National Board of Fire Underwriters, at 78th annual business meeting of the Board's 200 fire insurance company members at the Waldorf-Astoria, New York. Winner of the $500 gold medal is KMTR Hollywood for broadcast in cooperation with the Los Angeles Fire Department, local civilian defense agencies and promoting of national Fire Prevention Week. Other awards are to go to WEBR Buffalo, WLS Chicago, WRUF Gainsville, Fla.

## Arno B. Reincke

ARNO B. REINCKE, 64, president of Reincke-Ellis-Younggreen & Finn, Chicago agency, fell to his death from his office window on May 12. Mr. Reincke, who founded his agency in 1907, had suffered dizzy spells for several years. He is survived by two sons in the agency, Charles A., secretary and treasurer; Arthur L., service manager and now a corporal in the Army.

ROBERT T. COLWELL, vice-president and a radio director of J. Walter Thompson Co., New York, has obtained leave of absence to undertake an overseas radio assignment with the O. W. I.

J. STANLEY CRAIG, formerly assistant timebuyer of Grant Adv., New York, has joined the radio department of J. M. Mathes in a similar capacity. Edmund Wooding, copywriter, formerly of Wendell P. Colton Co., has been added to Mathes' copy staff.

ROBERT E. TUTTLE has been elected a vice-president of Geyer, Cornell & Newell. He will serve as account executive for Nash Motors in Detroit.

ROBERT NYE, former Don Lee, producer, has joined the Hollywood radio department of Foote, Cone & Belding as assistant to Dave Taylor, now in charge of Pacific Coast regional programs.

LILLIAN SCHOEN, former publicity director of Compton Adv., New York, has joined Kermit-Raymond Corp., New York, as assistant general manager. Her duties includes script supervision and program writing.

*"If I tell the WFDF Flint News Reporter how I got my decorations, will you tell him how you got yours?"*


NOW! More Than Ever—

WFMJ

The BEST RADIO BUY in

Ohio's 3rd market

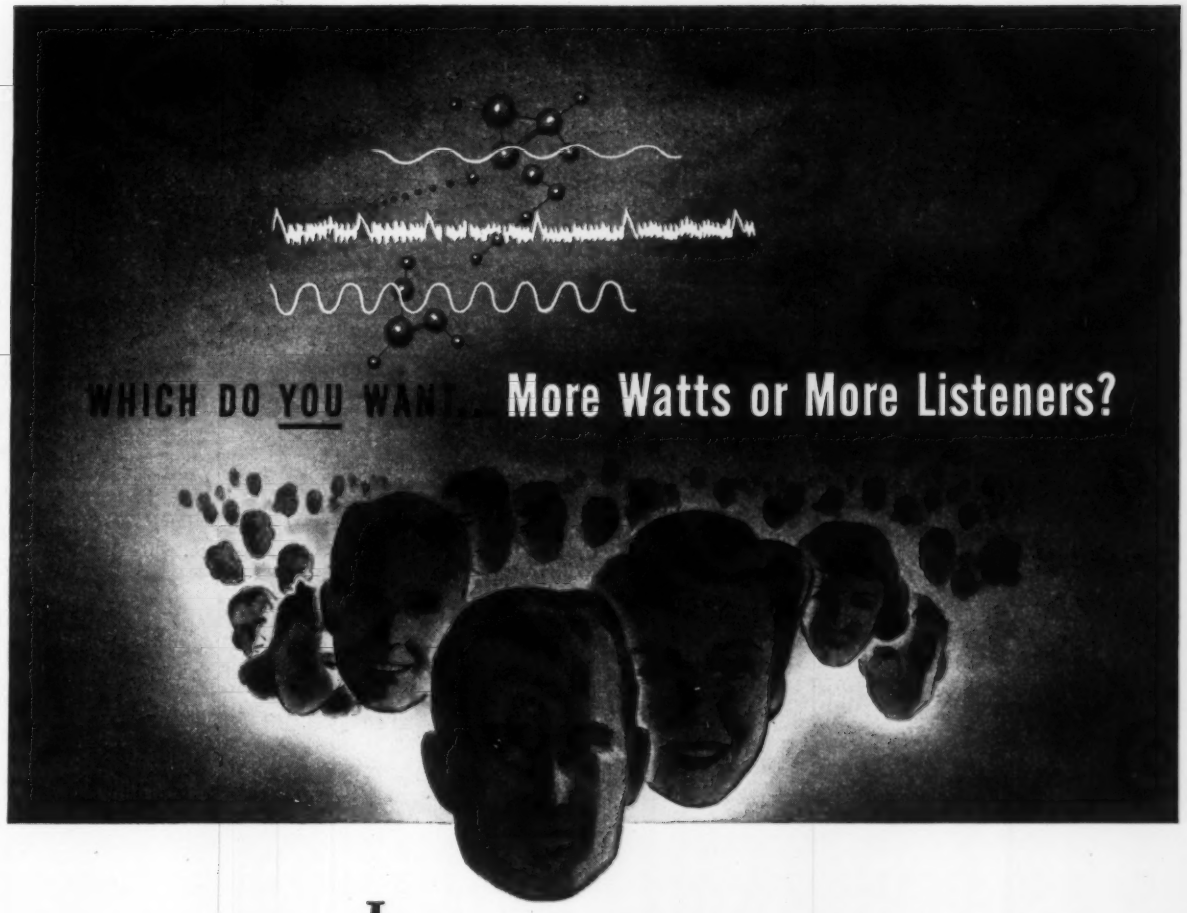
| Hooper Station Listening Index—Oct. '43—Feb. '44 | | | | |
|---|---|---|---|---|
| | WFMJ | B | C | D |
| Mon. thru Fri. 8 to 12 A. M. | 46.9 | 18.2 | 11.7 | 14.5 |
| Mon. thru Fri. 12 to 6 P. M. | 30.8 | 19.2 | 15.2 | 24.5 |
| Sun. daytime 12 to 6 P. M. | 37.4 | 19.1 | 12.1 | 22.1 |
| Sun. thru Sat. 6 to 10 P. M. | 23.2 | 35.4 | . . . | 32.1 |

Ask Headley-Reed

New York Chicago Detroit Atlanta San Francisco

WFMJ

"Youngstown's Blue Network Station"




If you are a radio advertiser, the answer is...*more listeners, naturally.* It's listeners that pay off at the cash register, not watts. That's why Don Lee is the best network buy on the Pacific Coast. Don Lee delivers lots more listeners...a Hooper survey (the largest ever made on the Pacific Coast) showed in many markets 60 to 100% of the listeners tuned to Don Lee...after all more than 9 out of *every* 10 radio families on the Pacific Coast live within 25 miles of one of Don Lee's 36 stations. * All four networks cover Los Angeles, San Francisco, Portland and Seattle, but *only* Don Lee completely covers in addition all the markets outside these cities as well, and 50% *of the retail sales on the Pacific Coast are made outside the counties in which these cities are located.* * Remember a show on Don Lee will deliver *more listeners* on the Pacific Coast than the same show on *any other network* (both *in* the Los Angeles, San Francisco, Portland and Seattle markets and *outside*).

*The Nation's Greatest Regional Network*

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

# Radio Advertisers

HAMILTON-BEACH Co., division of Scovill Mfg. Co., has appointed Erwin, Wasey & Co., Chicago, to handle advertising for its household appliances and motors.

IVEL Inc., New York furrier, has increased its yearly total of spot announcements on WOV New York from 312 to 3,120 under a 52-week contract through March 1945. The firm has also renewed six- weekly quarter-hour program for 52 weeks through April of next year. Agency is Leslie Adv., New York.

L. O. KOVEN & Bros., Jersey City, (boiler equipment) which has been recruiting workers on WPAT Paterson, N. J., has added WNEW New York. Agency is Lucerna Co., New York.

PETRI WINE Co., San Francisco, sponsor of *Sherlock Holmes* on Mutual, has acquired majority interest in Tulare Winery Co., Tulare, Cal. Angelo Petri, chairman of the board of Petri Wine Co., has been elected president of the new company, while J. W. Brown, who has purchased the remaining interest, will serve as vice-president.

STANDARD BRANDS (London division) Terre Haute, Ind., is introducing a new vitaminized tomato juice, Perk, now being tested in four territories, with national advertising a possibility if the product is successful. No radio in view at present. Weston Adv., Chicago, handles the account.

MARTIN'S Inc., Chicago (restaurants), on May 14 began sponsorship of *Songs of a Dreamer*, a quarter-hour program heard Sunday mornings on WMAQ Chicago featuring Gene Baker, tenor, with piano and organ music. Contract is for 52 weeks. Account was placed through United Broadcasting Co., Chicago.

CORSAN PRODUCTS, New York, is using five-weekly one-minute live spot announcements on WHCU Ithaca, N. Y. and WBNF Binghamton, N. Y. for Venoka flavoring. Agency is Morse International, New York.

ANSLEY RADIO Corp., makers of radio-phonograph combinations, Long Island City, N. Y., has appointed Hirshon-Garfield, New York, to handle its advertising. Plans now being laid for consumer campaign should be set in about a month.

AMERICAN LEAD PENCIL Co., Hoboken, has appointed Newell-Emmett Co., New York, to handle its advertising effective July 1. Media plans have not been set.

ROSELUX Chemical Co., Brooklyn, has appointed Hal A. Salzman Assoc., New York, to handle its advertising. Spot radio is being considered for a fall consumer campaign.

JOHN STUART SALES, Toronto (Dunhill cigarettes) has started sponsoring the home games of the Toronto Maple Leaf International League baseball team on CKCL Toronto. Account was placed by F. H. Hayhurst Co., Toronto.

BELL TELEPHONE of Canada, Montreal, has started twice daily spot announcements warning against unnecessary use of the telephone, on a number of Canadian stations. Account was placed by Cockfield-Brown & Co., Montreal and Toronto.

H. C. DERBY Co., Philadelphia, is using radio for the first time to promote its line of prepared meats on KYW Philadelphia. Concern now sponsors a five-minute morning program each day, conducted by Dorothy Derby, home economist. Contract for 52 weeks was placed through Aitkin-Kynett, Philadelphia.

SPERRY FLOUR Co., San Francisco, completing five years sponsorship of its daily quarter-hour morning, Sam Hayes-News, with May 25 broadcast renews contract on a straight three-year term on 7 NBC Pacific stations, Monday through Saturday, 7:45-8 a.m. (PWT). Knox Reeves, San Francisco, is agency.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), has appointed Western Adv., Los Angeles, to handle its advertising. Firm is a heavy user of western spot and regional network radio. Jefferson K. Wood of Buchanan & Co., Los Angeles, has shifted to Western Adv. Agency as account executive on the cleaner account.

CHURCHES OF CHRIST, Glendale, Cal. (religious), has revised its station list and on May 14 renewed for 52 weeks the weekly quarter-hour transcribed program *Jean Valentine* on 21 West Coast stations. List includes KHSL KFMB KVCV KPQ KSRO KUJ KODL KMED KLS KTRB KHUB KVI KVOS KWJJ KWLK KELA KTKC KBKR KPMC KFXM KBND. Live program is sponsored daily on KPAS with transcribed version six nights weekly on XELO. Agency is Dean L. Simmons Adv., Hollywood.

VANN STORES, Worcester, Mass., Lowell, Mass. and Providence, R. I., has begun sponsorship of a quarter-hour weekly musical variety program *Vann's Melody Ranch* over WAAB Worcester, WLLH Lowell and WEAN Providence.

RED DOT FOODS, Madison, Wis. and St. Paul, (Red Dot Potato Chips) has appointed Arthur Towell Inc., Madison, as its advertising and merchandising counsel.

## Radio a Booster

SAILOR Tommy Patano, writing to Irv Kupcinet of the *Chicago Times*, gives the GI's estimation of a radio in the South Pacific: "Speaking of values, a radio is worth ten times its weight in beer —and that's gold out here. I wonder if your readers know how much a radio does for an outfit stationed on the islands out here? Next to mail from home, it provides us with the closest touch to the States."

VANGUARD FILMS, New York (motion pictures), has named Foote, Cone & Belding, New York, as agency. Plans are said to include radio.

H. L. SHAW & Sons, Boston (Soapless Suds), has placed its advertising account with L. H. Hartman Co., New York. Radio plans are said to be included. Total budget is reported to be approximately $50,000.

NUTRITIONAL PRODUCTS Co., Des Moines (Skip-O-Meal), has named Meneough Adv., Des Moines, to handle its advertising account. Radio is said to be considered. Total budget is approximately $15,000, it is reported.

ALLIANCE PORCELAIN Products Co., Alliance, Ohio (Allianceware), has placed its advertising account with Meermans Inc., Cleveland. Radio is said to be considered.

SEEMAN BROS., New York, has started a thrice-weekly five-minute news period on the *Nancy Craig* program on WJZ New York for White Rose Tea. Contract for 52 weeks was placed through J. D. Tarcher & Co., New York.

DARLING SHOP, Memphis, Tenn. (clothing), has started using six quarter-hour, five 10-minute and five 5-minute periods weekly on WMPS Memphis. Account was placed direct.

HENRY C. LYTTON & Sons, Chicago (The Hub store), renewed sponsorship May 2 of its quarter-hour program *Kid Commentator*, for 52 weeks, Saturdays, WJJD Chicago., featuring high school news, views, and interviews. Program was signed for Hub sponsorship 3 years ago over WJJD. Contract for 52 weeks was placed direct.

SAN FRANCISCO ASSN. for the Blind, San Francisco (Blindcraft brooms), on May 16 started sponsorship of David Gilmore, quarter-hour inspirational program Tuesday, 9:45-10 a.m. PWT. Contract is for 52 weeks, placed through Allied Adv. Agencies, San Francisco.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER October 1943 thru February 1944

A 5-MONTH RECORD TO BE PROUD OF!

| | | | | |
|---|---|---|---|---|
| MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M. | A 13.0 | WGRC 26.5 | B 34.3 | C 25.4 |
| AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M. | A 29.4 | WGRC 32.1 | B 21.4 | C 15.5 |
| SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M. | A 41.7 | WGRC 12.6 | B 35.5 | C 8.7 |

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

WDRC
CONNECTICUT'S PIONEER BROADCASTER

$7,595 PER FAMILY!

That's the 1943 Effective Buying Income in Hartford, as just published in Sales Management's Survey of Buying Power. Write WDRC, Hartford 4, Conn., for new brochure giving complete details.

USE WDRC TO CONNECT IN CONNECTICUT

# Got a BIG JOB to do in Texas?

## KRLD

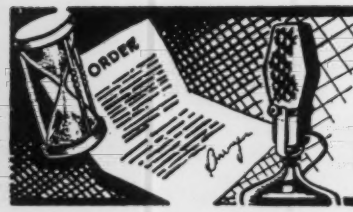
**takes Your Message to more than 5,000,000 people**

*(Daytime Coverage)*

## KRLD

The Times Herald Station, Dallas

50 KW., 1080 KC. Represented by The Branham Company




# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*ne—news programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WNEW New York

Warner Bros. Pictures, New York, 3 *sp* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.
Bulova Watch Co., New York, 24 *sa* weekly, 52 weeks, thru The Biow Co., N. Y.
Emergency Labs, New York (Poslam), 3 *sp* weekly, 13 weeks, thru National Advertiser Agency, N. Y.
Ex-Lax Inc., Brooklyn, 10 *ta* weekly, thru Joseph Katz Co., N. Y.
E. Fougera Distributed Products, New York (Ramsdell Sulphur Cream), 6 *sp* weekly, 39 weeks, thru J. M. Korn & Co., Philadelphia.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson Oil), 15 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Cushman Sons, New York (German Cakes), 12 *sa* weekly, 52 weeks, thru Campbell-Mithun, Chicago.
R. C. Williams & Co., New York (OD-30), 6 *ta* weekly thru Alley & Richards Co., N. Y.
20th Century-Fox Film Corp., New York, 3 *sp*, 2 *sa* weekly, thru Kayton-Spiero Co. N. Y.
Seeman Bros, New York (Pique Kitchen Magic), 3 *sp* weekly, 13 weeks, thru J. D. Tarcher, N. Y.
County Perfumery Co., Bloomfield, N. J. (Brylcreem), 6 *sa* weekly, 13 weeks, thru Atherton & Currier, N. Y.
Carter Products, New York (Carter's Little Liver Pills), 5 *ta* weekly, 52 weeks, thru Ted Bates, N. Y.
Centaur Co., Rahway, N. J. (ZBT Baby Powder), 3 *sp* weekly, thru Pedlar & Ryan, N. Y.
Jacob Ruppert Brewery, New York, 18 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Corinthia Inc., New York (Lipstick), 6 *sa* weekly, 13 weeks thru Arthur Rosenberg Co., N. Y.

### KMJ Fresno, Cal.

Belco Co., Oakland, Cal. (Belco), 5 *sa* weekly, 13 weeks, direct.
United Drug Co., Boston (Rexall drugs), 4 *t*, thru Street & Finney, N. Y.
National Lead Co., San Francisco (Dutch Boy paints), 5 *ta* weekly, thru Erwin Wasey & Co., San Francisco.

### KNX Hollywood

H. J. Heinz Co., Pittsburgh (mustard), 55 *sa* weekly, thru Maxon Inc., Detroit.
O'Cedar Corp., Chicago (Perma-Moth), 6 *sp* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Hunt Bros., San Francisco (canned foods), 6 *sa* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
Kellogg Co., Battle Creek (40% Bran Flakes), 5 *t* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Los Angeles Railway Corp., Los Angeles, 2 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Mac's Super Gloss Co., Los Angeles (auto polish), *sa* weekly, thru Elwood J. Robinson Adv., Los Angeles.

### WKZO Kalamazoo

Miles Labs, Elkhart, Ind. (Nervine & Anti-pain), 5 *ta* weekly, thru Wade Adv. Agency, Chicago.
Northrup, King & Co., Minneapolis (seeds), 6 *sa* weekly, thru Olmsted & Foley, Minneapolis.
Roman Cleanser Co., Detroit, 7 *sa* weekly, thru Gleason Adv. Agency, Detroit.
Swift & Co., Chicago (ice cream), 15 *ta* weekly, thru Needham, Louis & Brorby, Chicago.
Tobacco By-Products & Chemical Co., Louisville (Black Leaf 40), *ta* weekly, Campbell-Sanford Agency, Cleveland.
Warner Bros, New York ("Adventures of Mark Twain"), 2 *sp* weekly, thru Blaine-Thompson Co., N. Y.

### KECA Los Angeles

Helms Bakeries, Los Angeles (bakery goods), 26 *ta* weekly,, 52 weeks, thru Dana Jones Co., Los Angeles.
Petrol Corp., Los Angeles (gasoline), 4 *sa* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood
Amos Carr Studios, Los Angeles (photographers), *sa* weekly, 52 weeks, thru Pacific Adv. Service, Los Angeles.
Williams Waterproofing & Painting Co., Los Angeles (roofing, painting), 2 *sp* weekly, 52 weeks, thru Allied Adv. Agencies, Los Angeles.

### KFBK Sacramento, Cal.

Bu Tay Products, Los Angeles (Raindrops), 3 *sa* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Graybar Electric, San Francisco (Audiphone), 13 *t*, thru Garfield & Guild, San Francisco.

### KMPC Hollywood

Colgate-Palmolive-Peet Co., Jersey City (dental cream), 8 *ta* weekly, 52 weeks, thru William Esty Co., N.Y.
Venus Packing Co., Los Angeles (Pronto chili & beans), 28 *sp*, thru Glasser-Gailey & Co., Los Angeles.

### WCAE Pittsburgh

Asam Bros., Pittsburgh (wall paper), 3 *sa* weekly, 13 weeks, thru Stewart Jordan, Philadelphia.
Duquesne Light Co., Pittsburgh, *sp* weekly, direct.
Meadow Gold Dairies, Pittsburgh, 3 *t* weekly, thru F. A. Ensign, Pittsburgh.
Wyandotte Chemical Corp., Wyandotte, Mich. (cleanser), 10 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Radbill Oil Corp., Philadelphia (dry cleaner), 3 *sa* weekly, 26 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.
Dr. Ellis Sales Corp., Pittsburgh, (beauty products), 5 *ne* weekly, 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh
Beaumont Labs, St. Louis (cold tablets), 2 *ne* weekly, thru Donahue & Coe, N. Y.
Latrobe Brewing Co., Pittsburgh, 5 *sp* weekly, 52 weeks, thru Wiltman & Pratt, Pittsburgh.
Park & Tilford, New York (Tintex), 3 *sa* weekly, thru C. M. Storm, N. Y.
Sunway Vitamin Co., Chicago, *ne* weekly, thru Sorenson & Co., Chicago.

### WFIL Philadelphia

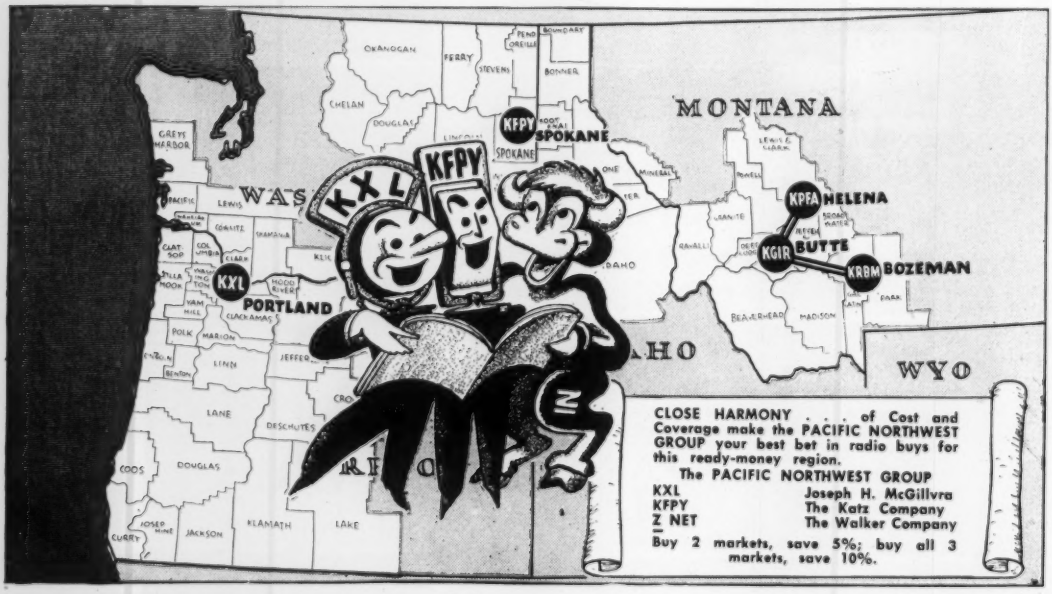
Hershey Creamery Co., Harrisburgh, Pa. (ice cream), *t* weekly, 13 weeks, direct.
Esslinger Brewing Co., Philadelphia (beer), 3 *sp* weekly, 52 weeks, thru James G. Lamb, Philadelphia.
Great A & P Tea Co., Philadelphia (food products), 5 *ne* weekly, 13 weeks, direct.
RCA-Victor Division of RCA, Camden, N.J. (help wanted), 3 *sa* weekly, 13 weeks, direct.
Gretz Brewing Co., Philadelphia (beer), 3 *sa* weekly, 26 weeks, thru Seberhagen Adv., Philadelphia.
Sears-Roebuck & Co. Philadelphia (retail store), *sp* weekly, 26 weeks, thru Labrum and Hanson, Philadelphia.

### KPO San Francisco

Golden State Co., San Francisco (dairy products), 5 *sp* weekly, 52 weeks, thru BBDO, New York.
Metro-Goldwyn-Mayer, New York, 3 *t* weekly, 52 weeks, thru Donahue & Coe, N. Y.
American Express Co., New York (traveler's cheques), *t* weekly, thru The Caples Co., N. Y.

### KOH Reno

Carson City Brewing Co., Carson City (Tahoe beer), 12 *sa* weekly, 26 weeks, direct.
Yancey Co., Reno (insulation), 3 *sp* weekly, 52 weeks, direct.
Reno Pet Food Co., Reno (dog food), 3 *sa* weekly, 26 weeks, direct.



MONTANA
KFPY
SPOKANE
KXL
KFPY
PORTLAND
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
WYO
CLOSE HARMONY . . . of Cost and Coverage make the PACIFIC NORTHWEST GROUP your best bet in radio buys for this ready-money region.
The PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.


## Don C. Wirth Appointed Wisconsin Net Director

DON C. WIRTH, for two years sales manager of WMAM Marinette, Wis., has been named vice-president and managing director of the Wisconsin Network, Wisconsin Rapids, effective June 1, William F. Huffman, network president, announced last week. In his new post Mr. Wirth will supervise operations of eight Wisconsin stations: WRJN Racine, WCLO Janesville, WHBY Appleton, KFIZ Fond du Lac, WHBL Sheboygan, WIBU Poynette-Madison, WFHR Wisconsin Rapids, WSAU Wausau.

Mr. Wirth

Entering radio eight years ago as parttime announcer of WHBL, while still in high school, Mr. Wirth subsequently has been identified in sales and promotion posts at WOMT Manitowoc, WIBU, WIBA Madison, WTMJ-W55M Milwaukee as well as WMAM. He attended the U. of Wisconsin, Madison, while working at WIBU and WIBA. Mr. Huffman plans to retire June 1 from active management of the Network to divide his time between WFHR, the *Wisconsin Rapids Daily Tribune* and his cranberry marsh and reforestation projects. He remains as head of the network, however.

## Canadian Rate Cards

STANDARDIZED rate cards are being distributed by the Canadian Assn. of Broadcasters to advertising agencies in Canada and the United States. The majority of Canadian stations have adopted the standardized rate structure established at the CAB convention last February, and the CAB is now printing the schedules, which will be issued in a folder. The rate sheets measure 8½x11 inches, carry in bold type the name of the city and call letters in upper right hand corner. The rate sheet shows three classes of time, and the hours to which these classes apply. The rate schedules go into effect July 1, 1944.

## WE Changes

ORGANIZATION CHANGES in Western Electric's Radio Division have been announced by F. R. Lack, vice-president in charge of the division. P. L. Palmerton, former radio merchandise manager, is now assistant manager of the radio division. D. C. Hickson, manager of the division's office in Washington, D. C., is transferred to headquarters in New York as staff assistant. J. W. Sprague became division comptroller and H. N. Willets, commercial contract service manager will also report to Mr. Lack.

## Canada May Ease Ban

POSSIBLE lifting of the wartime ban on foreign language broadcasts in Canada was intimated in the House of Commons at Ottawa May 12 by War Services Minister L. R. LaFleche.

# ORCHIDS To KOA's TRANSMITTER ENGINEERS

ROY D. CARRIER
Station Engineer

R. C. THOMPSON
Asst. Station Engineer

FRANCIS A. NELSON
Transmitter Engineer

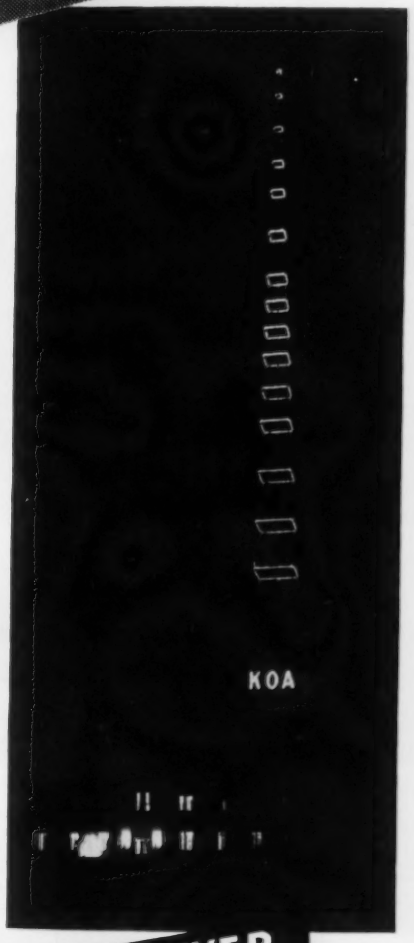
GARLAND S. DUTTON
Transmitter Engineer

GEORGE H. ANDERSON
Transmitter Engineer

W. CARL NESBITT
Transmitter Engineer

JOSEPH L. TURRE
Transmitter Engineer

BLAIR E. DOBBINS
Transmitter Engineer




## for a magnificent record...

Only **42 seconds,** out of 24,082,260 seconds (6,689 hours and 31 minutes) of broadcasting in 1943, was KOA's transmitter off the air because of technical difficulties.

Such expert engineering operations, plus *68.8% DEALER PREFERENCE, **69% LISTENER LOYALTY, TOP NBC PROGRAMS, 50,000 WATTS POWER, and 7-STATE COVERAGE, produce Sales Results for KOA Advertisers!

*Ross Federal Survey **NBC "Tale of 412 Cities"

EMIL L. RAEKE
Building Maintenance

***Few Stations in the Nation Can Equal KOA's Dominance!***

**FIRST IN DENVER**

**KOA**

**50,000 WATTS**

NBC

*America's No. 1 Network*

**REPRESENTED NATIONALLY BY NBC SPOT SALES**

HEARST Corp., New York, promotes its newspapers in a weekly series of quarter-hour programs dealing with adventures of "Jungle Jim," comic-strip character appearing in Hearst papers throughout the country. Transcriptions are distributed gratis to 163 local stations.


**WANTED TO BUY FOR CASH**

Steel tower from 350 to 450 feet in height. Give full particulars.

**ADDRESS**

**BOB ALBURTY, MGR.**
**WHBQ**
**MEMPHIS. TENN.**


# New Radio Research Volume

*(Continued from page 9)*

indicated that advertisers would do better not to forewarn listeners that a commercial is coming up.

The analyzer has also indicated in individual tests the only likable characteristic of a commercial is its "convincingness"; that adverse reaction to an opening spot can change to a favorable attitude towards a similar commercial at the end, if the intervening material is pleasing; that good commercals can build up regular listeners to a program.

### Sees Listener Isolated

The program analyzer, according to *Radio Research*, has revealed the danger inherent in disruptions of mood; the listeners' need for a definite "frame of reference" for a program; the importance of sound effects as an integral but not dominant part of the program; limitations of the narrative and documentary techniques. The chapter concludes with a technical appraisal of the program analyzer methods.

Ernest Dichter, CBS special research assistant, in a preliminary study of the psychology of commercials, suggests that they tend to isolate the listener from the program, the studio audience or the cast. One solution he says would be to construct a commercial which would elicit a reaction from those near the microphone, thus maintaining the psychological "bridge" between listener and program.

"Commercials should 'take their coats off'" and create the same friendly, informal atmosphere of the home in which they are heard, says Mr. Dichter. To counteract the static, repetitious quality of the commercial, he suggests injecting a news element into the spot.

Interweaving data from four separate studies, Herta Herzog, in charge of program analyzer research at McCann-Erickson Inc., rounds up current knowledge of daytime listeners. She reports that, contrary to belief, they are not more isolated than non-listeners; that they find in the serial three major sources of gratification; an emotional release, an opportunity for wishful thinking and advice applicable to their own problems.

The discovery that "a large proportion of the listeners take these programs seriously and seek to apply what they hear in them to their own personal lives," points to the great social responsibility of those engaged in the writing of serials, Dr. Herzog says. We are living in a world where the ultimate criterion is no longer what we like to do but what our duty is, she states, concluding: "If radio gets into the habit of telling this to a large number of listeners now, it will acquire a tradition which will make it an even more important social instrument after the war."

HOT DOGS, PEANUTS, Old Gold cigarettes, as well as a miniature birthday cake with three candles are in the package clutched by smiling G. Bennett Larson, general manager of WWDC Washington, on station's third anniversary. In celebration, Manager Larson played host to 210 radio advertisers and agency personnel at Washington Senators' first night game of the season. Each guest got a birthday package. P. Lorillard Co. sponsors WWDC night games for Old Golds.

## KFJI Transfer

IN ACCORDANCE with the will of his father, the late John A. Kincaid, and a court order, George Kincaid, president-treasurer-manager of KFJI Klamath Falls, Ore., last week filed application with the FCC to transfer control of the licensee corporation from George Kincaid as executor of his father's estate, to himself as an individual. Under the will and court order 64 shares (64%) of common stock go to the son.

## *HOOPER CONTRACT RENEWED BY WCAO*

ONE OF THE four Baltimore stations which suspended the Hooper "Continuing Measurement of Radio Listening" last February has renewed its contract on a tentative basis, BROADCASTING was informed last week by station executives in that city. WCAO, through L. Waters Milbourne, general manager, stated that the station had agreed to go along for five months on trial on the new report basis supplied five times a year instead of three times.

Harold Burke, manager of WBAL; Hope Barroll, executive vice-president of WFBR; and George Roeder, manager of WCBM, asserted last week they had not renewed the Hooper reports. The fifth station, WITH, had not cancelled last February.

Word came from the Baltimore stations following publication in the May 15 BROADCASTING that "certain Baltimore stations" which had announced suspension of the reports had renewed.

That *could* be a common order if people realized how many eggs come from Worcester County, the WTAG Market. You have only to look at the first dozen counties of the nation's 3000. There you'll find Worcester in 12th place in total egg production. Egg raising in an industrial market? Yes, and both these major incomes are yours from the INSIDE with WTAG.

A survey by the Worcester County Extension Service is a case in point. From 55 different towns came 403 mailed replies from farmers, of which 395 said they listened to the agricultural program on WTAG at 6:45 a. m. When you buy time, buy an audience.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG 7m WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM GAZETTE

*Southern California's Fastest Growing Radio Station*

KWKW 1000 WATTS PASADENA

HOWARD L. TULLIS, General Manager

IT'S easy to convince case-hardened New Yorkers when you let versatile WMCA do your selling. It's easy, for instance, with such features as Isabella Beach's "THROUGH A KITCHEN WINDOW" and Elton Britt's "SONGS OF THE WEST".

Presiding over our culinary department, Mrs. Beach chats easily with her early morning audience (9:15 to 9:30 daily), rambles from tongue-tempting recipes to eye-filling letters from her four sons in service. Long part of "you-can't-take-it-with-you" households (as eldest sister of seven and mother of eight), this lady has experienced all the vagaries of home planning. She's been on the air over a decade and has fulfilled long-term network contracts for such major advertisers as General Foods and La France.

*Enthusiastic and motherly Isabella Beach is a large woman . . . indeed, so is her heart. It's large enough to win the confidence of listeners . . . to make them lasting friends.*

Another artist who wins the ladies is Elton Britt, our cowboy troubadour. Former Oklahoma cow-puncher, Britt keeps alive the plaintive folklore of hills and plains from 4:03 to 4:30 p.m Monday through Saturday. This yodeler, guitarist, singer — recently returned to WMCA after a successful cross-country personal appearance tour —is Victor Records' white-haired boy. His recording of "There's a Star Spangled Banner Waving Somewhere" sold over a million pressings—equalled only once before by a Victor vocalist.

*Britt's friendly, wholesome disposition is easily converted into his advertising messages. His listeners, too, believe in him . . . and in what he has to say.*

These are two typical WMCA "network scale" programs that soften the toughest skins of metropolitan listeners. *A few choice participating periods are still available on both of them. Call or write for further details.*

**wmca**

FIRST ON NEW YORK'S DIAL . . . 570

REPRESENTED BY WEED AND COMPANY

DuMONT TELEVISION
on the air three evenings weekly...
SUNDAYS
TUESDAYS
WEDNESDAYS
8 to 10 P.M., E.W.T.
Experimental commercials are a feature of every program!
DuMONT TELEVISION DEPARTMENT OF ALLEN B. DuMONT LABORATORIES, INC., PASSAIC, N. J.
Television Studios and Station WABD, 515 Madison Ave., New York 22, N.Y.

AP
WKZO, Kalamazoo, Michigan
. . . have heard nothing but complimentary remarks about AP from our Program Department. That's outstanding these days.
John E. Fetzer
President and General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.
There are more powerful stations than CHNS in Canada but none with better equipment.
For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
MBS
1400 KC
SPOT
Represented by SALES

# Top Week in Station Transfers

(Continued From Page 7)

filiate of the Blue Network, operates on 1190 kc. and was purchased by the *Oregonian* from NBC 12 years ago. It has been on the air since 1926. The station now broadcasts with 5,000 w, but is a potential 50-kilowatter, being on a Class 1-B frequency.

Westinghouse, which operates WOWO and WGL in Fort Wayne, shortly is expected to dispose of the latter station under the duopoly order. Mr. Evans announced that sales negotiations are in progress. KEX, upon assumption of ownership by Westinghouse, will be under the general direction of Lee B. Wailes, manager of Westinghouse Radio Stations Inc. Other stations in the Westinghouse group are KDKA Pittsburgh, KYW Philadelphia, and WBZ-WBZA Boston-Springfield.

### WPEN Transaction

The WPEN transaction culminates negotiations in progress since early this year. Mr. O'Neil had been in negotiation for purchase of the Bulova stations for some time [BROADCASTING, Jan. 17] and as part of the proposed acquisition was to transfer WPEN to the *Bulletin*. Active in these negotiations have been Richard W. Slocum, general manager of the *Bulletin*, and H. W. Stodghill, business manager. The transfer would become effective 15 days following FCC approval, as would the WNBC transaction.

Mr. Lang, general manager of WHOM, told BROADCASTING last week it was his understanding that WHOM would continue to carry foreign language programs under the new ownership because of their importance in the war effort. It is presumed also that the staff, except for the new management, will remain intact. Mr. Cowles announced that both television and FM stations would be sought in New York to be operated with WHOM.

It is expected that Commissioner Craven, among other duties, will supervise the direction of WHOM. While in consulting practice in the early 30's, Commissioner Craven owned a minority interest in the station, but sold it when asked by the President to become chief engineer of the Commission.

Messrs. Harron and Lang also are identified with the ownership of WIBG Philadelphia. Mr. Lang has not decided on his immediate plans, and may consult with the Treasury on the Fifth War Loan Drive in connection with foreign language sales.

In the first out-and-out "swap" of stations stemming from the duopoly regulation, announcement was made last week of the exchange of KTBS Shreveport, sister station of KWKH for KTHS in Hot Springs. This action likewise is subject to FCC approval. KWKH, 50,000 w CBS outlet, and KTBS, 1,000 w on NBC, now are jointly owned and operated by the John D. Ewing interests, publisher of the *Shreveport Times*. The *Times* will take over KTHS, which operates on 1090 kc. with authorized output of 10,000 w local sunset and 5,000 w night, but holds a special authorization for simultaneous operation at night with WBAL Baltimore, with 1,000 w.

KTBS will be owned by a partnership headed by Mr. McCormack, former general manager of the Shreveport stations. Others in the four-way equal partnership to operate KTBS are Allen Morris, George D. Wray, and P. E. Furlow. The trade will become effective on the first day of the month following FCC approval.

Mr. Ewing announced that Fred Ohl, program director of KWKH, will become manager of that station. Mr. McCormack, who had recently resigned from the Shreveport stations to manage KTHS, will become managing director of KTBS and return to Shreveport. B. G. Robertson, program manager of KTBS, will join Mr. McCormack as assistant manager. The combined staffs of KWKH and KTBS will be split among the two stations. Offices will be separate, but studios will be used jointly until equipment priorities permit new installations.

KTHS will continue under its present operating staff with Kenneth K. Kellam, general manager, continuing in that post. KTHS is a potential 50,000 w outlet and will increase its power when equipment is available.

### Atlantic City Transfer

The WFPG transaction in Atlantic City involves transfer of all of the stock of Neptune Broadcasting Co. by 21 stockholders to a group identified with the ownership of WSTV Steubenville, O., WKNY Kingston, N. Y., and WJPA Washington, Pa. The purchasers include John J. Laux, general manager of WSTV; Richard Teitlebaum, president of WKNY; Alex Teitlebaum, Myer Wiesenthal, Louis and Jack N. Berkman, and Charles Swaringen.

Transferors, in addition to Congressman Wene, who holds approximately 20 shares of the 279¼ shares issued, include John A. McCann and Louis St. John, president and vice-president respectively, who are included in a group of 21 stockholders. Rep. Wene, the Democratic senatorial nominee from New Jersey, is the major owner of WTTM Trenton, and is identified with the ownership of WSNJ Bridgeton, N. J.

Understood to be in negotiation but not yet consummated is the projected sale of WJBK Detroit, 250 w station, to United Automobile Workers (CIO) for a sum reported to be approximately $700,000. The negotiations have been in progress several weeks [BROADCASTING, May 8].

## Georgia-Tennessee Firm To Seek Nashville CP

TENNESSEE Broadcasters, a partnership composed of four Tennessee business and Georgia radio men, is to file an application with the FCC for a new standard station in Nashville, according to a report received last Friday from one of the partners. The proposed outlet, to be affiliated with Mutual, would operate on 1240 kc with 250 w full time.

Partners in the company are J. B. Fuqua, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WGAC Augusta, Ga.; Harben Daniel, vice-president and general manager of WSAV Savannah and former commercial manager of WSM Nashville; E. E. Murrey, president of the First Mortgage Co., Nashville, and president of Paramount Fire Insurance Co., New York; Tony Sudekum, president of the Crescent Amusement Co., Nashville, which operates a regional theatre chain.

FRANK PALMER, of the timebuying staff of Kenyon & Eckhardt, New York, has been appointed chief timebuyer. Mr. Palmer succeeds Richard Dunne, who now heads the Radio Research Staff.

A Proven Sales Medium
WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.
IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

# Network Accounts

All time Eastern Wartime unless indicated

### New Business

42 PRODUCTS Inc., Los Angeles (hair oil), on June 3 for 52 weeks starts *This Is My Story* on 8 CBS Pacific stations, Sat., 6-6:30 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

GROVE LABS., St. Louis (vitamins, cold tablets), on June 5 for 52 weeks starts *OK for Release* on 7 NBC Pacific stations, Mon. thru Fri., 5-5:15 p.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on June 19 starts *Aunt Jemima Show* on over 178 Blue stations, Mon. thru Fri., 10:40-10:45 a.m. Agency: Sherman K. Ellis Co., Chicago.

HASTINGS MFG. Co., Hastings, Mich. (institutional), on July 7 for 52 weeks starts Earl Godwin on 170 Blue stations, Fri., 10-10:15 p.m. Agency: Keeling & Co., Indianapolis.

HUNT BROS. PACKING Co., San Francisco (canned food products), on May 16 started for 52 weeks *Galen Drake* on 7 CBS Pacific stations, Tues., Thurs., 5-5:15 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

LEWIS-HOWE Co., St. Louis (Tums), on May 30 starts *The American Woman's Jury* on 221 MBS stations, Tues., Thurs., 1:45-2 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

HOLLAND FURNACE Co., Holland, Mich. (institutional), on May 7 starts *World News Round-up* on 67 NBC stations, Sun., 9-9:15 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

### Renewal Accounts

SOUTHERN Pacific Railroad, San Francisco, on May 10 renewed for 13 weeks *Main Line* on 17 Don Lee Mutual stations, 8-8:30 p.m. Wednesday. Agency: Foote, Cone & Belding, San Francisco.

IMPERIAL TOBACCO, Montreal (cigarettes), on July 6 renews *Light Up and Listen* on 25 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting, Montreal.

GOVT. OF CANADA DEPT. of Finance, Ottawa (war savings stamps), on May 15 renewed *They Tell Me* on 70 Canadian stations Mon. thru Fri. 1:45-2 p. m., and *La Metairie Rancourt* on 14 French-language stations, Mon. thru Fri. 11:15-11:30 a.m. Agencies are J. Walter Thompson Ltd., Toronto, for English program, Canadian Adv., Montreal, for French program.

UNION OIL Co., Vancouver, on May 31 renews *Grand Old Songs* on 5 Canadian stations, Wed., 11:30-12:00 midnite. Agency: Stewart-Lovick, Vancouver.

GENERAL MILLS, Minneapolis (Kix, Cheerioats), on June 1 renews *Lone Ranger* on 57 Blue stations, Mon., Wed., Fri., 7:30-8 p.m. Agency: Dancer-Fitzgerald & Sample, Chicago. On June 1 *Jack Armstrong* (Wheaties), is renewed on 158 Blue stations, Mon., Wed., Fri., 6:30-6:45 p.m. for 13 weeks, and Mon. thru Fri. for the succeeding 39 weeks. Agency: Knox Reeves Adv., Minneapolis.

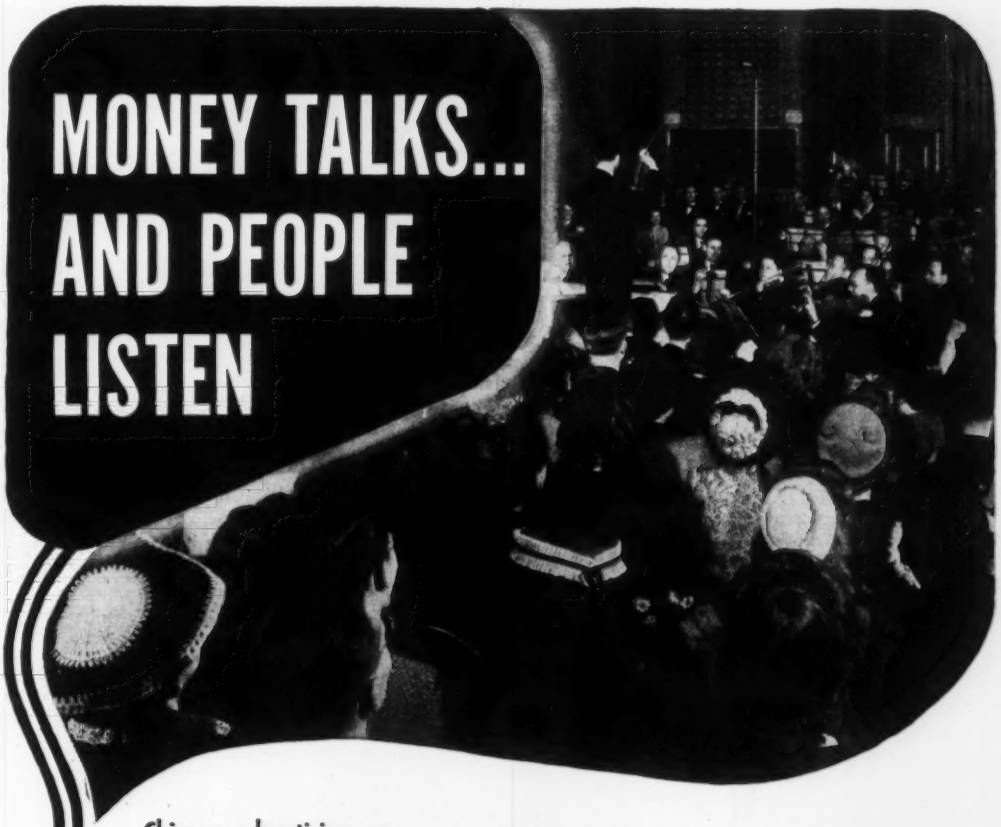
CHRYSLER Corp., Detroit, Mich., on June 8 renews for 52 weeks *Major Bowes' Amateur Hour* on 129 CBS stations, Thurs., 9-9:30 p.m. Agency is Ruthrauff & Ryan, N. Y.

PARKER PEN Co., Janesville, Wis., on June 24 for 52 weeks renews *Ned Calmer & the News* on 121 CBS stations, 8:55-9 p.m. Agency is J. Walter Thompson Co., N. Y.

FRANK H. LEE Co., Danbury, Conn. (hats), on May 29 for 13 weeks renews Dale Carnegie on 30 MBS stations, Thurs. 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

## Moshier's Affiliation

WILLIAM MOSHIER, recently elected treasurer of the National Assn. of Radio Farm Directors, is affiliated with KOMO-KJR Seattle, and not KOIN-KALE Portland, Ore., as listed in the May 15 BROADCASTING. The article was based on material supplied by the association.


Chicago advertising agencies spend $2,308,800 on talent annually for NBC network shows carried by WMAQ!

☆

Almost as much as the other three networks combined!

☆

Talent is basic for a good show...NBC tops them all!

$4,799,600 is spent annually on talent for the 43 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42%* of the radio audience in the Chicago area *listens most* to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks . . . and people listen.

WMAQ CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

*According to thousands of replies from our recent survey.

# Film Industry Big Timebuyer

(*Continued from page 8*)

out the country to tie-in with opening of "Adventures of Mark Twain".

**MGM Expands**

MGM which once shied away from radio advertising for fear of offending exhibitors has almost completely reversed its stand. Quick to hop on the aerial bandwagon when newsprint shortage came along, that film studio now rates as one of the most radio-minded in the business and will spend over $1,000,000 this year in the medi.. MGM took its first major plunge by sponsoring commentators and newscasters. Now it is expanding and on June 12 starts for 13 weeks sponsoring a new talent search program over full basic Mutual Network, Monday through Friday, 9:15-9:30 p.m. (EWT). Titled *MGM Screen Tests*, program is to originate from Mutual Playhouse in New York and will feature actual screen tests over the air. Originations will be mobile to pick up talent around the country. MGM in a special seven-week exploitation campaign starting June 5 will also sponsor a thrice-weekly five-minute program on MBS stations, Monday, Wednesday, Friday, 8:55-9 p.m. (EWT). Film studio currently is also working out details for a new five-minute transcribed announcement campaign scheduled for national release in June. Conceived by Frank Whitbeck, radio exploitation director, transcriptions will consist of two minutes and 40 seconds entertainment with open ends for announcements by local stations of neighborhood film fare. Transcriptions will be released to some 250 stations and feature studio's roster of musical and comedy talent.

Exhibitors too have come to "see the light". They have greater respect and appreciation for radio advertising. Many who were "agin" the media fearing had box office reaction, are now sold on radio. In addition to buying time on local stations to promote attendance, many theatre managers now make special tie-ins with radio. Such a deal was recently made between George Ross, manager of KWG Stockton, Cal. and Ray Duddy, manager of Fox-West Coast Theatres, that city, for the former to furnish theatre patrons with all invasion news beginning on "D" Day. Similar deals have been made throughout the country. Theatre managers feel that if patrons know they will get the news as it breaks, there will be less radio hugging at home. Thus audiences will continue to fill theatres.

* * *

**Plan Annual Schedule**

Metro-Goldwyn-Mayer, New York, in keeping with its expanding radio advertising program, last week began a national spot campaign, using 61 stations in key cities throughout the country on a 52-week basis. Station breaks and one-minute spot announcements, both live and transcribed, five and fifteen-minute news, sports and variety shows are being used in choice evening periods.

MGM is planning to use additional stations and time in both this country and Canada. The field exploitation staff and Loew's Theatre organization in New York will direct and place all commercial copy any discs. A fixed annual schedule is planned.

As a supplement to this year-'round advertising program, MGM will set up additional spot campaigns from time to time to promote special films. Agency is Donahue & Co. Inc., New York.

Stations in the MGM spot schedule are:

WAGA WGST WSB WBAL WBZ WBEN WBT WSOC WGAR WTAM WBNS KLZ KOA KSO WHO WJR WWJ WHP WDRC KPRC KTRH WFBM WDAF KECA KFI KHJ KNX WHAS WTMJ KSTP WSM WDSU WSMB WWL WOR WJZ WKY KOIL WOW WCAU WFIL KGW KOIN WPRO WPTF WEEU WMBG WHAM KMOX KDYL KSL WOAI KPO WGY KOMO KFPY KHQ WAGE WFBL WSYR KVOO.

---

MOUNTING INTEREST in radio advertising on the part of Broadway producers [BROADCASTING May 15], is evident with Michael Todd Productions, New York, signing a 13 week contract for Norman Jays *Open Letters to Personalities in the News* on WMCA New York for "Pick-Up-Girl" and "Mexican Hayride". Contract for the thrice-weekly program was placed through Keyton-Spiero Co. Inc., New York.

## Gulf Summer Series

GULF OIL Corp., Pittsburgh, last week started a summer series of quarter-hour musical transcriptions, *Songs by Jerry Wayne*, twice weekly on 140 stations in the East and South for Gulf Spray insecticide. Recordings were cut by World Broadcasting System and placed by Young & Rubicam. New York.

**CORRECT PRONUNCIATION** for good enunciation is the rule at WLW-WSAI Cincinnati, which lists geographical names each day on its newsroom blackboard for the benefit of announcers and commentators. Gilbert Kingsbury, assistant editor, points to a tongue twister as Jeanne Koop, writer, studies it.

## Film Spots

REPUBLIC Pictures Corp., New York, has been using spot announcements on KPO KGO KLX KLS KROW to promote the opening May 18 of "Man From Frisco" in San Francisco, Oakland and Richmond, Cal. Stations carrying spots for the Hollywood and Los Angeles showing, which opened the following day, are KFI KNX KJH KMPC. Pittsburgh run, starting May 27, is to be advertised on WCAE KDKA; St. Louis schedule includes KSD KMOX. All campaigns call for billboard posting and supplementary space advertising in two or more newspapers. Agency is Donahue & Coe, New York.

## NAB Discs Available

TRANSCRIPTIONS of the presentation of the NAB Sales Managers Executive Committee at the Proprietary Assn. advertising clinic at the Hotel Biltmore, New York, May 16 (see page 20), will be available to all NAB member stations for $5-$7.50. Restrictions are placed on their use. They are not to be broadcast under any circumstances and may be played only for NAB members, members of Proprietary Assn. and their advertising agents.


*Here's* A MAN YOU SHOULD KNOW - If YOU WANT TO SELL IN WISCONSIN!

FOR 8 years Don Wirth has been doing just about everything in radio in Wisconsin! He knows Wisconsin radio in all its phases—program, production and commercial—and he's learned it from practical experience on stations in the state, including Milwaukee, Madison, Manitowoc, Marinette and Sheboygan. Armed with this valuable experience, Don becomes managing director of THE WISCONSIN NETWORK—8 home town stations that sell Wisconsin. Don is young, ambitious and experienced. He has the "know how" to help you with your sales problem in Wisconsin. Get to know Don Wirth soon. You'll like him!

WHBY *Appleton*
KFIZ *Fond Du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR *Wisconsin Rapids*

WISCONSIN NETWORK, Inc.

MAIN OFFICE · WISCONSIN RAPIDS, WISCONSIN



A GREAT NAME IN LOUISVILLE!

WINN

IT MEANS

RESULTS!

Write, Wire or Call

# Rigid Duopoly Enforcement Seen

(*Continued from page 12*)

determine applicability of the Rule.

Crosley Corp., Cincinnati, licensee of WLW and WSAI, last Wednesday filed through Dempsey & Koplovitz, Washington counsel, petition asking that the WLW license, now on temporary until May 31, be extended to "not later than Aug. 1, 1944" to permit orderly disposition of WSAI. Several buyers are understood to be negotiating for the station.

In a petition pending before the FCC Gene T. Dyer, his wife, Evelyn M. Ringwald Dyer; Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and William F. Moss, a partnership doing business as Radio Station WAIT, licensee of WAIT, through Dow, Lohnes & Albertson, Washington counsel, contend that the "duopoly" rule does not apply to WAIT and WGES because "no such common ownership, operation or control exists."

### Extensions Asked

Buffalo Broadcasting Corp., licensee of WKBW and WGR, in a petition filed by Frank D. Scott, Washington counsel, asked that regular licenses be restored to both stations to permit "orderly disposition" of one under the multiple ownership rule. Petitioner alleged that both stations have been "under temporary licenses for more than a year last past" and that hearings on Dockets 6324-6325 have been completed but "no findings" have been issued by the Commission.

Fisher's Blend Stations, licensee of KOMO and KJR Seattle, in a new petition under 84-B, filed by Ben S. Fisher, Washington counsel, requests an indefinite extension. A previous petition had been filed under 84-A, which fixed the multiple ownership rule effective date as May 31, 1944.

Declaring that a decision under Rule 3.35 must be founded on "fact" rather than "point of law", the Dyer petition points out that "where members of a family are involved in ownership of an enterprise, the fact that they are related does not establish common control". Petitioner contends that the Gene T. Dyer family owns 50% of WAIT and 49% of WGES, that WAIT is a 100% English language station while WGES, with separate operation, is "nearly 100% foreign language." Ownership of the two stations was listed as follows:

WAIT—Gene T. Dyer, 15%; Evelyn M. Ringwald Dyer, 35%; Evelyn M. Hinzman, 30%; Adele Moulds, 10%; Vivian Christoph, 9%; William F. Moss, 1%.

WGES—Gene T. Dyer, 25%; Gene T. Dyer Jr., 24%; Vivian Christoph, 25%; Grace V. McNeill, 6%; Louis E. Moulds, 6%; Frank A. Ringwald, 10%; William F. Moss, 4%.

Petition sets out the "immediate family" of Gene T. Dyer consists of Mr. Dyer, his wife and son Gene T. Jr. Evelyn M. Hinzman is a sister of Mr. Dyer; Mr. Ringwald a brother of Mrs. Dyer; Adele Moulds is the wife of Louis E.; Mr. Moulds is the step-father of Grace V. McNeill. "No relationship exists between the Louis E. Moulds family and the Gene T. Dyer family, or with Frank A. Ringwald, brother of Evelyn M. Dyer", petition continues. Mr. Moss is related to no other partner in either partnership, petition adds.

Petition further sets out that Gene T. Dyer, Evelyn M. Dyer, Dr. John A. Dyer and Elizabeth Hinzman comprise the partnership licensee of WSBC Chicago, but that the station has been sold subject to FCC approval.

### 'Entirely Competitive'

WAIT and WGES are "entirely competitive," petition recites, with WAIT under the personal management of Gene T. Dyer and WGES managed by Dr. John A. Dyer, a brother who owns no interest in either partnership. Petition seeks regular license for a normal term for WAIT, which is on temporary license until May 31.

Westinghouse sought restoration of a regular license for WOWO "to permit orderly disposition of WGL." WOWO has been on temporary license until May 31 since its regular license expired April 1. WGL license expires Oct. 1, 1945.

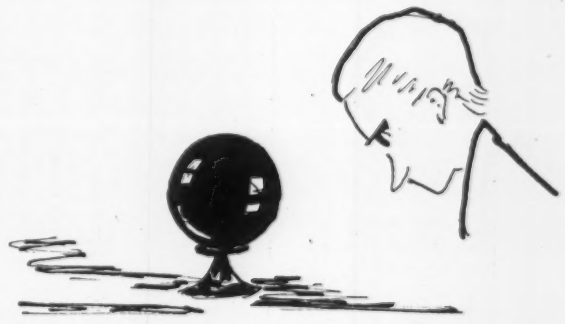
Spartanburg Adv. Co. petition set forth that "steps are being taken to set up two separate corporations" and split operations of WORD and WSPA to permit an "orderly disposition" of one of the stations. Last week applications were filed for the voluntary assignment of the WSPA license to Piedmont Radio Inc., and of WORD to Palmetto State Broadcasting Co. The Commission's Tuesday action has no bearing on the separate corporation setup.

Fisher's Blend Stations, which have been granted authority to exchange call letters of KOMO and KJR, seeks decision on its application to reinstate petition to increase KJR power to 50 kw, thus qualifying it as a I-B station. Petition recites that licensee cannot comply with Rule 3.35 until a separation of the two stations is effected. Therefore an indefinite extension is sought to: (1) effect a change of call letters as soon as possible; (2) acquire a new 50 kw transmitter, already ordered; (3) complete improvements at new transmitter site; (4) increase KJR to 50 kw.

Buffalo Broadcasting Corp., in addition to its plea for regular licenses, sets out that both stations are operated with the same facilities and staffs and before an orderly sale of one can be effected a separation must take place.

## Hudnut Sponsors Two

RICHARD HUDNUT Sales Co., New York, will make novel double use of talent in a campaign starting on WOR New York next week in behalf of its beauty preparations and DuBarry Success School. In addition to participating on Martha Deane's program, Hudnut will sponsor a full twice-weekly quarter-hour program of its own, co-featuring Miss Deane and Ann Delafield, beauty specialist and director of the Success School. *Success Stories*, which starts May 23, will present the lives of successful women, as told by Miss Deane, and tips on personal appearance and well-being by Miss Delafield. Agency is Kenyon & Eckhardt, New York.

WJW's MR. FOITHBOINDER

Our Mr. Foithboinder is an amazing man. He lives in a hollow oak tree, and he reads minds. Sort of a poor man's Dunninger. We hired him here at WJW to commune with our audience's subconscious. He tells us whether Mrs. Gleek is bored with too much sports, or whether the Blotzes think we're too starchy with long-haired music. He keeps a finger on the hep-cat pulse, too. Everytime he turns in one of his reports we sort of give our schedule a once-over heavily and balance things up to Mr. Foithboinder's specifications. The Hooper people have been trying to steal him ever since they saw our latest rating. But he doesn't think he could stand being cooped up in a stuffy phone booth after all these years of working out in the open.

BASIC Blue Network

WJW 850

850 KC 5000 Watts

CLEVELAND

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KOY PHOENIX 550 KC CBS JOHN BLAIR & COMPANY KEY STATION: The Arizona Network AFFILIATE STATION WLS CHICAGO

## Quaker Oats Change

QUAKER OATS Co., Chicago, will fill its Monday through Friday five-minute spot on the full Blue network, 10:40 a.m. with *The Aunt Jemima Show*, featuring a chorus of eight girls and three men and a short narrative by "Aunt Jemima". Contract, to promote Aunt Jemima pancake flour, goes into effect June 19. Agency is Sherman K. Ellis Co., Chicago.

# Craven to Join Cowles Stations

*(Continued from page 7)*

tained the party majority on the Commission. Commissioner Craven, however, was consistently the spokesman for a minority, usually including Commissioner Norman S. Case, and of late, Ray C. Wakefield, both Republicans.

"We are delighted Commander Craven is joining our companies," Mr. Cowles declared. "We regard him as one of the top authorities in every phase of radio, FM, and television. Mr. Craven will continue to make his home in the East but will devote his full time to the expansion of our companies in these new broadcasting developments.

"We have entered into a contract, subject to the approval of the FCC, to purchase all the stock of Radio Station WHOM Jersey City, which has studios in Jersey City and New York City. We hope to develop WHOM into one of the better stations of its area, and later on also to develop both an FM station and a television station in that area.

"On his retirement as a member of the Commission next month, Comdr. Craven will be elected a vice-president of each of our radio companies."

In acknowledging receipt of Commissioner Craven's letter of April 26 requesting that he not be reappointed, President Roosevelt said he was left no alternative. Declaring he would comply with the request, the President paid tribute to Commissioner Craven and expressed the hope that his reentry in private business "will bring to you rewards that will more than recompense for the years of sacrifice and labor you have been your government."

### Offered Many Jobs

Despite widely circulated reports in New Deal circles that Commissioner Craven took the easy way out because he knew he could not be reappointed, it can be stated that he had a better than even chance of being reappointed if he had wished it. His decision to leave the Commission was prompted by a long expressed desire to return to private business and recoup his personal fortunes.

Commissioner Craven had been proffered a number of executive positions in radio, looking toward post-war development. He also had been considered for an executive post with the NAB, and had been importuned by many broadcasters to reestablish the consulting engineering practice in Washington which he left in 1935 at the behest of the President to become chief engineer of the FCC. He decided, however, to accept the Cowles assignment. It permits him to remain in Washington and maintain his residence in near-by Virginia.

### Successor Sought

It was expected that, in view of important allocations and regulatory problems ahead, the Administration again would seek to make a "merit" appointment to the Commission, either through promotion or selection of a practical radio or communications expert. President Roosevelt had that in mind with the elevation last February of E. K. Jett from chief engineer to Commission member, succeeding George H. Payne, whose term had expired the preceding June 30. Few names were mentioned in connection with the Craven successorship last week.

Constantly recurring reports that Chairman James Lawrence Fly might leave the Commission, to assume another Government post—possibly that of coordinator of communications, to be created—were still about last week. But there was no confirmation in official quarters. It would not surprise some officials, however, to see Chairman Fly named to another post, although it is generally agreed this would not be done as a move to "kick him upstairs". He is still regarded as the President's closest confidante on radio and communications matters.

### 'Times' Comments

Tending to focus attention on the Fly status was an exhaustive appraisal of the Chairman by Arthur Krock, noted Washington commentator and chief of the *New York Times* bureau, published in the *Times* last Friday. The official activities of Mr. Fly, Mr. Krock said, "have long been a source of suspicion and perplexity to those in public life who believe that no other administration has played power politics as ruthlessly as Mr. Roosevelt's and that Mr. Fly is one of the most effective players."

The suspicion, Mr. Krock continued, is based on the fact that though the FCC chairman is on a "secondary administrative level," his "influence at the White House seems to be greater than any member of the Cabinet. * * *"

Alluding to the "great political powers in the hands of the FCC Chairman", Mr. Krock said this is accentuated by Mr. Fly's domination of the Commission and by a law which is "cloudy enough to permit him to make and alter major policy virtually at will." He pointed out, moreover, that Mr. Fly "likes power, does not hesitate to use it, and never runs away from a battle."

After recounting personal dealings with Mr. Fly when he was counsel of TVA and a "modest

FULTON LEWIS, Jr.
is always
ON THE SPOT

. . . covering the news where it happens . . . when it happens.

**JANUARY** . . . in Mexico, for further investigation of Hawaiian Pre-Pearl Harbor Defense Contracts.

**FEBRUARY** . . . in Washington, D. C., to reveal the fact that a Soldier Vote Bill has been in effect since September, 1942.

**MARCH** . . Coast to Coast, reporting on pre-Convention political trends and revealing excessive cost of subsidized Government Housing Projects.

**APRIL** . . . in Kansas, reporting on the newly organized drive against so-called OPA Kangaroo Courts.

Fulton Lewis, jr., is available for sponsorship in a few remaining cities. Call, wire or write,

Wm. B. Dolph,
WOL,
Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
*Affiliated with the* MUTUAL BROADCASTING SYSTEM



Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

young lawyer", Mr. Krock detected a notable change in the FCC chairman. "His side", he commented, "is the side of the angels, however far down it may reach for weapons; the other side is commanded by Lucifer.

"The FCC chairman also has become dictatorial in his behavior toward those having business with the Commission, toward his war administrative associates and members of Congress, even asserting inaccessibility to question as among his rights. Add all this to the type of politics he is suspected of playing, and the roots of his troubles are in plain view."

Following is the text of President Roosevelt's letter of May 15 to Commissioner Craven:

Dear Commissioner Craven:

I have received your letter of April twenty-sixth in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June thirtieth and that you want to be free on that day to return to private business.

The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your reentry in the field of private business will bring to you rewards that will more than recompense for the years of sacrifice and labor you have given your Government.

My best wishes to you.

Very sincerely yours,

/s/ FRANKLIN D. ROOSEVELT

Honorable T. A. M. Craven,
Commissioner,
Federal Communications Commission,
Washington, D. C.

## Lever Bros. Change

LEVER BROS. Co., Cambridge, Mass. (Rinso), on June 23 replaces *Amos 'n' Andy* for 13 weeks, with a detective series, *Boston Blackie*, on 130 NBC stations, Friday, 10-10:30 p.m. (EWT). Packaged by Frederic W. Ziv Inc., Cincinnati, program will feature Chester Morris who also portrays title role in Columbia film version of that story. Agency is Ruthrauff & Ryan, N. Y.

## Allison Named

JOHN D. ALLISON, senior solicitor of Headley-Reed Co., station representative firm, was made a vice-president of the company by the board of directors, who met in New York May 18. Mr. Allison has been with Headley-Reed for three years and formerly was with NBC.

"It's a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry will prove it.
WIZE
Springfield Ohio
WEED & CO. National Representatives


## *FRED HART WINNER IN COAST PRIMARY*

FRED HART of Salinas, Cal., former owner of KQW San Jose and at one time head of the Hawaiian Broadcasting System (operating KGMB and KHBC), won the Republican nomination in the 11th Congressional California district by a 4,000 plurality.

Biggest upset in California primary elections May 16 was the defeat of Rep. John M. Costello, Democratic incumbent of Los Angeles in the 15th District and a Dies Committee member. Hal Styles, Hollywood radio commentator, secured Democratic nomination, having successfully opposed Costello with a "Win the War and Secure the Peace" campaign slogan.

On the Democratic ticket Styles led with 29,995 votes against Costello's 16,972. Although Costello led the Republican ticket by a big margin, he failed to receive his own party's nomination, thus losing the fight after five terms in the House. Under election law, a Republican will be designated by the county central committee to run against Styles in November.

Rep. Clarence F. Lea, Democrat of Santa Rosa and chairman of the House Insterstate & Foreign Commerce Committee and of the Select Committee to Investigate the FCC, for the 13th time won both the Democratic and Republican nominations in the First District, assuring his re-election.

Following his nomination, Styles stated that if elected to Congress in November, he would continue his radio commentaries. He currently conducts the weekly soldier rehabilitation program *Lest We Forget*, a juvenile delinquency series, *Young America Speaks*, and a philosophical broadcast, *Let's Face Facts*, heard on KFWB Hollywood.

## Await Better Television, Says Comdr. McDonald

SIDING WITH Paul Kesten, CBS executive vice-president and his stand on the post-war television controversy [BROADCASTING, May 1], Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week issued an analysis of his views in which he struck at the idea of bringing out pre-war television and "warming it over" for a video-hungry public.

Comdr. McDonald

Claiming that research and science are moving now at a faster rate than at any previous time and that new uses for materials along with new war methods resulting, adaptable to television, will render pre-war televison obsolete Comdr. McDonald said, "Why dig up the bones of dead pre-war television for reincarnation, when there is a new baby on the way!" He feared television improvement would be delayed forever by a false start.


# Every Broadcast Executive and Engineer Should Read:

*In the May Issue*

## FURTHER LIGHT ON THE CBS TELEVISION REPORT

★ Television sets now in use (built before Pearl Harbor) do not give acceptably sharp images. But do we need more than the present 525 lines? Or are the transmitters and receivers at fault? In the latter case, should we go to new standards while prewar equipment is being modernized? See the illustrations in FM AND TELEVISION for May, and draw your own conclusions.

## SIMULTANEOUS FM SOUND & FACSIMILE BROADCASTING

★ The wartime perfection of facsimile makes possible home reception of news, photos, comics, and advertisements with better quality than newspaper printing. Present FM broadcasting stations can transmit facsimile and sound programs simultaneously. Only simple equipment is needed. The first of a series of articles explaining the commercial possibilities of facsimile broadcasting appears in the May issue of FM AND TELEVISION. Don't miss it!

★ MAIL THIS COUPON WITHOUT DELAY ★

FM AND TELEVISION, 240 Madison Avenue, New York 16, N. Y.

☐ Enclosed find 25c in stamps for the May issue of FM and TELEVISION.
☐ Enter my subscription for 1 year starting with the May issue. I will remit $3.00 upon receipt of your invoice.

Name _____ Street _____

City _____ State _____ (Radio Station _____)

## Ashland FM Filed

APPLICATION for a new FM station for Ashland, Ohio, was filed with the FCC last week by Robert M. Beer and Edgar Koehl, Ashland newspapermen, doing business as Beer & Koehl. Estimated cost for the new outlet is $25,000 to $30,000. Facilities requested are 48,900 kc with a coverage of 8,494 sq. mi. Mr. Koehl is president and treasurer of the Ashland Printing Co., which published the daily *Ashland Times Gazette*. Mr. Beer is vice-president and secretary of the publishing company in which each holds a 48.7% interest. Mr. Koehl in addition is president and 50% owner of the Inquirer Publishing Co. of Galion, Ohio, which publishes the daily *Galion Inquirer*.

# *FCC to Review Station Program Logs To Measure Merit of Network Rules*

IN ITS FIRST move to appraise the effect of the highly controverted network monopoly regulations since they became effective last June, the FCC last week called upon all standard stations to supply it with their program logs for the week beginning Sunday, April 25, 1943 and the corresponding week of April 23, 1944.

The regulations, which the FCC majority held were designed to restore the independence of network affiliated stations, were invoked after a fight through the courts which terminated on May 10 last year, when the Supreme Court upheld the Commission's jurisdiction.

While no overall survey has been made by trade sources, it is expected the comparative weekly reports will show a rather substantial increase in network programs and business on affiliated stations. Network business overall has increased roughly from 15 to 20%, during the last year. Moreover, it was found that one of the immediate results of the regulations was to draw affiliates closer to their networks, lest competitive stations take network programs which they might reject and thereby divide the audience.

One of the anticipated results of the network regulations—development of new nationwide networks or "tailor made" networks—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

Text of the FCC notice sent to all stations May 20 follows:

In considering the practical effects of the Chain Broadcasting Regulations (3.101-3.108), the Commission desires to compare the distribution of network and non-network programs for a representative week prior to the effective date of the Regulations, with a representative week a year later. Accordingly, please supply the Commission by June 5, 1944, with your station's program log, or a true copy thereof, required to be kept under Sections 3.404-3.405 of the Regulations, for the week beginning Sunday, April 25, 1943, and for the week beginning Sunday, April 23, 1944.

## Army Gets Skelton

RED SKELTON, star of NBC *Red Skelton & Co.*, who will be 31 on July 18, has been ordered to report for Army induction at Fort MacArthur (Cal.) May 25. Although not confirmed, at press time it was understood that his draft board was considering a deferment for Skelton until June 6 so that he could finish his current radio contract. At the present time his last broadcast under sponsorship of Brown & Williamson Tobacco Corp. (Raleigh cigarettes) is scheduled for May 23. It is anticipated that Harriet Hilliard and Ozzie Nelson's band with Pat McGeehan, announcer, will take over as summer replacement, thus giving sponsor and agency time to get together a new show for the fall season. Agency is Russel M. Seeds Co., Chicago.

## Listening Drop

AVERAGE sets-in-use, available audience and program ratings for evenings in early May were not only lower than in April, an expected seasonal phenomenon, but also lower than a year ago, according to the May 15 evening network Hooper report, which shows an average rating of 8.8, average sets-in-use of 27 and average available audience of 77.6. *Fibber McGee & Molly* was the most popular program, with Bob Hope second and Red Skelton third, followed by Charlie McCarthy, Jack Benny, *Lux Radio Theatre, Aldrich Family*, Joan Davis, *Mr. District Attorney* and Walter Winchell.

## Record Ruling

(*Continued from page 12*)

gram. The identifying announcement shall accurately describe the type of mechanical record used.

(b) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent. At least once each hour the licensee shall announce which of the programs other than those specified in subsection (a), presented during the previous hour, were broadcast by means of mechanical records."

AND, WHEREAS, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file statements or briefs showing why the above proposal should not be adopted, or why it should not be adopted in the form proposed by this order;

NOW, THEREFORE, IT IS HEREBY ORDERED, That any person desiring to do so may, on or before the 16th day of June, 1944, file statements or briefs as to why the above proposed amendment to Section 3.407 should not be adopted or why it should not be adopted in the form proposed by this order. Requests for oral argument, if made with briefs or statements, will be considered.

The existing rule 3.407, covering electrical transcriptions, follows:

3.407 *Mechanical Records*—Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below.

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, and at the conclusion of the program: *Provided, however*, that the identifying announcement at each 30-minute interval is not required in case of mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than five minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration not in excess of five minutes shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record."


# WENY's *proof by Hooper!*

We present the results of the 1944 Mid-Winter listening index made in the prosperous Elmira, N. Y. community—our first survey since the addition of NBC last September.

**HOOPER STATION LISTENING INDEX**

Period: Mid-Winter 1944 ★ City: ELMIRA, N. Y.

***Total Coincidental Calls—This Period 6,907***

| | WENY | Station B | Station C | Station D | Station E | Station F | Station G | Others |
|---|---|---|---|---|---|---|---|---|
| 8 A.M.-10 A.M. Mon. thru Fri. | 84.8 | 1.0 | 1.9 | 3.3 | 5.7 | 0.5 | 1.4 | 1.4 |
| 10 A.M.-12 N. Mon. thru Fri. | 63.0 | 10.6 | 3.1 | 12.0 | 5.1 | 2.4 | 2.1 | 1.7 |
| 8 A.M.-12 N. MON. THRU FRI. | 72.2 | 6.5 | 2.6 | 8.3 | 5.4 | 1.6 | 1.8 | 1.6 |
| 12 N.-3 P.M. Mon. thru Fri. | 66.3 | 23.4 | 1.5 | 2.9 | 1.5 | 2.9 | 0.5 | 1.0 |
| 3 P.M.-6 P.M. Mon. thru Fri. | 66.0 | 18.1 | 3.7 | 0.5 | 2.8 | 1.4 | 6.1 | 1.4 |
| 12 N.-6 P.M. MON. THRU FRI. | 66.2 | 20.7 | 2.6 | 1.7 | 2.1 | 2.1 | 3.3 | 1.3 |
| 6 P.M.-8 P.M. Sun. thru Sat. | 69.5 | 7.6 | 4.4 | 0.0 | 6.9 | 3.6 | 6.5 | 1.5 |
| 8 P.M.-10 P.M. Sun. thru Sat. | 56.9 | 3.3 | 0.3 | 0.0 | 10.4 | 11.9 | 13.9 | 3.3 |
| 6 P.M.-10 P.M. SUN. THRU SAT. | 62.6 | 5.2 | 2.1 | 0.0 | 8.8 | 8.2 | 10.6 | 2.5 |

*Better Clip This Table For Your File On . . .*

# WENY-ELMIRA, N. Y.

Representatives—J. P. McKINNEY & SON

NEW YORK — CHICAGO — SAN FRANCISCO



# ALASKA

*More listeners per $ through* **KFQD**

COVERING METROPOLITAN AREA OF ALASKA

**790KC—1000W**

*First in Alaska*

ALASKA BROADCASTING CO.

Anchorage, Alaska

*National Representatives:*

*Pan American Broadcasting Co.*

*New York 17, New York*

# Fly Admits Cox Probe Contempt

(*Continued from page 14*)

ask her authority. She cited NAB bulletins, the Committee's published record and trade journals. Frequently Mr. Barger was asked if the testimony was in the record. It was a photographer's field day, with cameramen and women from various publications and news services snapping pictures of Mrs. Palmer and Mr. Fly throughout the proceedings.

When Mrs. Palmer concluded, Rep. Hart asked if the testimony, on which she based her article, was "in the record at the time this was written"? Mr. Barger replied: "Most of it was." Mrs. Palmer said she had read no testimony of the Committee hearings since completing the draft last January.

Chairman Fly took the stand to read Editor Wallace's reply, in which the *Digest* chief assured the FCC chairman that the *Digest* was not a "smear sheet" and that he (Mr. Fly) need not be "unduly alarmed". Chairman Fly said that "so many statements in Mrs. Palmer's written document follow the pattern laid down by Mr. Garey in the early days of these hearings. . . . My letter was more prophetic, more validly founded than anything I could have stated.

"There is evidence here," he continued, "that Mrs. Palmer has been given access to the secret testimony of the Committee. She has gotten her information from a long line of opponents and critics of me. . . . I seriously doubt if the statement read here today was written for publication in *Reader's Digest*. It was written at the time of my letter. In view of the fact that she's had access to the secret and confidential record, I'm inclined to believe that this job was done today for this record."

### *Article Written On Assignment*

Rep. Miller asked Chairman Fly if Mrs. Palmer sought to get his version. He evaded a direct answer until pinned down, then said: "She offered to talk to me and I declined to talk to her on the grounds it was impossible to answer all the charges in any brief interview. I couldn't possibly sit down in one hour and answer these charges."

"You spent time with Horton of Fort Lauderdale and Kennedy of Charleston [W. Va.], didn't you?" demanded Rep. Miller. Mr. Fly said he hadn't spent any more time with them than any other broadcaster and Rep. Miller replied: "We'll see about that later."

Rep. Wigglesworth wanted to know to whom Mr. Fly referred in his letter to Mr. Wallace when he wrote: "The best the Committee's counsel has had to offer to date has been one super-disgruntled individual who for that very reason was an irresponsible person and witness." Mr. Fly couldn't recall "off-hand" but said he presumed he meant "Admiral Hooper". When Rep. Miller asked if he had reference to Commissioner Craven, the FCC chairman said:

"At times you might say Commissioner Craven is disgruntled, but by and large it's a difference of opinion. I've never considered Commissioner Craven as disgruntled."

"As I read your letter you hold this Committee somewhat in contempt?" asked Rep. Miller.

"I was certainly in contempt of the Cox Committee as it was handled by the chairman and general counsel," replied Mr. Fly. "Since I've heard Mrs. Palmer's article read I have more respect for this letter," he added, looking at a copy of his letter to Mr. Wallace.

Mrs. Palmer, commenting on "Mr. Fly's innuendo" that her article was written for the record and not *Reader's Digest*, said: "I wrote the article on assignment. The editors who assigned me to do this job evidently didn't tell Mr. Wallace." When the hearing adjourned, Mr. Fly walked to Mrs. Palmer's side, extended a hand and greeted her smilingly.

Mr. Sterling on Thursday read a lengthy statement, explaining how the RID had worked with military and civil authorities in helping lost planes find their bearings; also of rescue work at sea, performed at the request of the Navy. He used large maps to demonstrate how "fixes" were established. His statement contained several letters of commendation from military and Civil Aeronautics Authority officials.

Under cross-examination the FCC assistant chief engineer disclosed that on Nov. 23, 1941, just two weeks before the Jap attack, the Navy simulated an attack on Pearl Harbor and that the FCC was asked to participate in taking bearings on "approaching planes". Whether the Commission's functions were successful was not ascertained, he said, but approaching planes did transmit and the three monitoring stations in the Hawaiian Islands were able to give bearings to the defending forces.

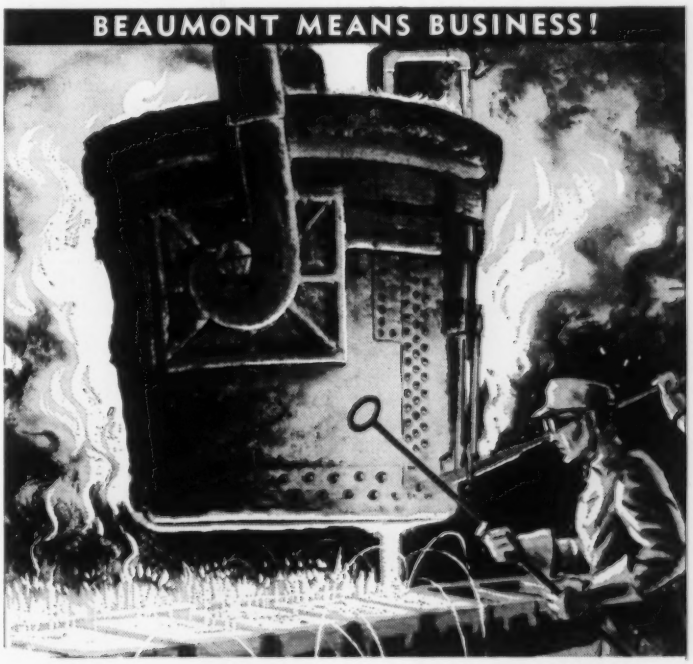
Mr. Sterling said that had the Japanese planes, which attacked Pearl Harbor, been transmitting, the FCC stations would have picked them up. "We were not alerted by any other agency," he said, "but we were cruising the spectrum with a 24-hour operation." Asked by Rep. Miller if the FCC ever detected "any transmissions by clandestine stations to the Japanese mainland", Mr. Sterling replied:

"No sir. We detected none. The commercial facilities were open to the Japanese. They could transmit all they wanted to without using clandestine stations."

Mr. Sterling agreed that locating lost planes was not a normal peacetime function of the FCC and said he didn't know of any authority in the Communications Act for such work. He denied ever having seen any correspondence from "Admiral Hooper or Admiral Redman" branding the RID work as "useless". To the contrary, said Mr. Sterling, his files contained "many letters of commendation from military authorities".

Military work done by the FCC is "now practically nothing", he testified, because of the cut of $1,000,000 by Congress in the RID budget for the 1945 fiscal year. He also testified that the Commission is reducing its personnel and that efforts are being made to place qualified technicians in the military services.

"We'd be tickled to death to have the military take it over," said Mr. Sterling when asked if the FCC still monitored enemy stations. "We will close 20 to 25 monitoring stations by June 30. The Army Air Forces have advised us that they will be in position to take over all military radio intelligence work in the U. S. and

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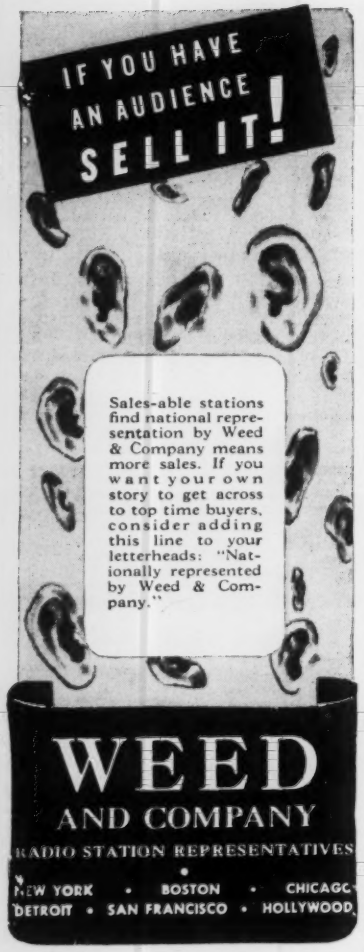
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territories by the end of the fiscal year." Mr. Sterling said that on Dec. 23, 1943, the Joint Chiefs of Staff advised the Commission it was ready to take over direction findings in Hawaii, a function performed by the RID since the outbreak of war.

Pressed by Mr. Barger as to his opinion of the Joint Chiefs of Staff recommendation of September 1942 that the President transfer radio intelligence work from the FCC to the armed forces, Mr. Sterling said so far as he knew the Joint Chiefs of Staff had not changed their position. He said both the Army and Navy had direction-finders but they were set up for purposes other than taking bearings on "illegal stations". He added that monitoring for illegal stations was a normal peacetime function of the FCC.

Defending the Commission's activities in military intelligence work, Mr. Sterling said: "So far as I know it was September 1942 before the Signal Corps had a radio intelligence man in Hawaii. The War Department, up to March 27, asked us to continue our work and take bearings on Japanese military stations."

Supplementary statements on monitoring military and other circuits for security, personnel training and monitoring the international distress frequency were placed in the record.

### Rebuttal by Dr. Leigh

Dr. Leigh on Friday began his rebuttal to charges about the FBIS. He outlined its history and functions of the section which he directs, told how it monitors enemy stations and provides information for other Government agencies. He told how effective propaganda by radio had been for the Axis and how, at one time, enemy stations outnumbered Allied outlets.

Answering charges in the Committee record that the FBIS was functioning without legal authority, Dr. Leigh said: "Congress has on seven separate occasions specifically ratified the FBIS by subsequent appropriation and it is settled law that where Congress in an appropriation act recognizes and appropriates for a function, it is thereby legalized even though no previous authorization existed."

"Are you speaking now as a legal authority?" asked Chairman Hart. "I'm quoting a legal opinion by our general counsel," replied Dr. Leigh, who also pointed out that the Communications Act of 1934, in his opinion, authorized the FBIS under Sec. 1 and Sec. 4(i).

## 5 Video Outlets

(*Continued from page 10*)

FM stations in Chicago and New York. The regulations specify a maximum of six FM stations to the same company.

Following is the text of the FCC public notice on the amended regulations:

The Commission on May 16 amended Section 4.226 Multiple Ownership of television stations, so as to substitute "five" for "three" in the last proviso with respect to the number of stations constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity. (Commissioner Durr dissented.)

The Commission concluded to issue the following statement:

In making grants of more than one television station license to one concern, the Commission will give consideration to the development of a nationwide television service, the geographic relation of the various proposed locations, and the public need for the proposed service at such locations."

Section 4.226 as amended reads as follows:

"Section 4.226 Multiple ownership.—No person (including all persons under common control)[24] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest convenience, or necessity: PROVIDED, HOWEVER, That no person (including all persons under common control) shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: AND PROVIDED, FURTHER, That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity."

[24] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

## Schools Want Radio

RESULTS of a survey sent to secondary schools in New Jersey by the Education Committee of the Radio Council of New Jersey showed that principals are more optimistic about the future of radio and sound equipment in schools than present practice might indicate. It is realized, though, that with the best equipment made it is still necessary to make the teachers realize the value of radio in education and give them instruction in its use.

"But we have six* better ways to get Atlanta folks to tune to WAGA!"

*CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADS and PUBLICITY and the WA-GAzette



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# 'Reader's Digest' FCC Memo Read Before House Investigation Group

TESTIMONY before the House Select Committee to Investigate the FCC, made dull for the layman by technical evidence the last fortnight, was livened up last Wednesday when Gretta Palmer, New York writer who had done a piece on the Commission for *Reader's Digest*, read into the record a memorandum she gave her editors after FCC Chairman James Lawrence Fly protested her article. Following is text of the memo:

### Explanatory Notes

This article was first suggested to me by Wendell Willkie, as Mr. Wallace knows, and not by anybody connected with the Select Committee. Mr. Willkie sent me to Bill Paley of CBS with an introduction. I talked to Paley and Paul Hollister of CBS, Niles Trammell of NBC, Lou Weiss of the Don Lee Company, Neville Miller of NAB, Sol Taishoff of BROADCASTING Magazine and Louis Caldwell, lawyer of the Mutual chain, before I ever approached Eugene Garey or any member of the Select Committee.

I have not taken Mr. Garey's word for anything, but have demanded documentary proof—letters, photostats of checks, bank statements—for every case cited. I have, besides, spent over 30 hours with the various staff members of BROADCASTING and have checked specific cases with Commissioner T. A. M. Craven, John McKay of NBC, and Robert Bartley of NAB.

### Called Fly

I sincerely wish that I could have got the FCC version of every case cited. On my first trip to Washington I called Fly's office and told his secretary I should like to meet him, at any convenient time; she was to call me at the Carlton and leave a message. When three days passed with no message, I sent a telegram to Mr. Fly, repeating the request. This brought results: Mr. Fly's secretary called and said he'd talk to me, on the telephone, at exactly 5 p.m.

The conversation was a peculiar one: he said the *Reader's Digest* had turned down an article he had submitted and why should he help out another writer—the insinuation was that we were working the same side of the street. I said, "Look: your rejection slip is not the point. I have been given what looks like damaging evidence against your Commission. I think you owe it to yourself to see me and explain these charges." He said he wouldn't—that he disapproved of our running anything on the FCC until his own witnesses had all been heard. He told me to tell my editor my ears would be very red if I printed anything now. This I did.

I still thought Fly ought, in justice to himself, to be induced to see me so I unsuccessfully stalked him from the New York end, taking Morris Ernst to lunch. Morris is a White House supporter of Fly. The other day I also had a 4-hour session with Commissioner C. J. Durr, a Fly man, to whom I made every appeal short of cheesecake for cooperation from the FCC in checking specific cases. He said, "No."

### 'A Timid Lot'

I wish it were possible to get the broadcasters to open up to me directly, but they are a timid lot and tell me they fear reprisals if they talk. Anyway, getting complete, lawyer-proof documents from them would take time and if we want to make issue we had better use data already cited in the hearings, even if this annoys Mr. Fly. I've done all I can to give him a fair break.

Some of my sources think Fly's strategy with us is one of delay, on any pretext, until new radio legislation is passed by Congress. He now urges that we shall print nothing until after all his own witnesses have been heard: he can arrange, I think, that this procedure lasts until the new law is in effect. Then he can reasonably protest against our printing an article by saying: "Why dig up what we did under a law no longer in effect?" Such tactics can effectively prevent our ever printing anything about the FCC.

My job, of course, is to get the facts and print such of them as are of interest to the public, whose taxes support the FCC, and whose Congress granted this bureau its powers. If the immense licensing powers of Fly are being used improperly, the public ought to know. Some broadcasters insist to me that a license to operate a radio is the Washington equivalent of a local politician's Thanksgiving turkey—that it is given out to reward the politically faithful and withheld from any businessman who has fought the Administration. If that's true it's a real threat to freedom of the press.

But of course we mustn't let ourselves be influenced by the prejudices of broadcasters who feel they are Mr. Fly's victims: that's one reason why I've been so insistent on documentary proof. Let the facts speak for themselves; if they eventually prove that Fly *is* the mugging-artist of the radio industry, okay. But I refuse to condemn this man in advance or to assume, with Garey, that he is a termite, eating away at the Bill of Rights.

The great, unsolved puzzle—which I may be able to solve before the final draft—is how Mr. Fly has won to a position in which he can win arguments, in the military field, against Knox and Stimson—and can even refuse to give out finger prints to the FBI, on request? Even if he were the business-hating, power-loving, table-thumping radical his enemies say, the central question remains unsolved. That question is: Is Fly really the Frank Sinatra of the inner circle New Deal?

## Letter Exchange

(*Continued from page 14*)

disappointed persons who have had dealings either with me or this Commission and you must readily appreciate the physical impossibility of my meeting this case in any other way than by having my day in court; only the forum where these charges were initiated can be the proper forum where they will of a certainty be proved false. I must hereby notify you that all charges will be met and will be met fully and convincingly in the course of months when presumably we shall be given the opportunity to put our evidence into the record.

In fairness to myself and in fairness to you and the *Reader's Digest*, I am obliged to warn you of the complete falsity of these charges and of my confidence in affirmatively disproving each and every one of them. It cannot be sufficient for your purposes under these circumstances that you rely upon the word of this lawyer or that you rely upon the rumors or hearsay statements put into the record or that you rely upon any single document or seeming authority written or spoken by some disgruntled individual. Wherever there is a written or spoken word seeming to give any basis for the scandalous charges of this lawyer, they can be traced back either to irresponsible rumor or hearsay.

The best the Committee's counsel has had to offer to date has been one super-disgruntled individual who for that very reason was an irresponsible person and witness. I want to repeat that when we get an opportunity to put our case in before the Committee, neither you nor the *Reader's Digest* will have any doubt as to the falsity and the extreme scandalous character of these numerous charges and statements.

I am indeed reluctant to assume that you have known anything about this project. I am even more reluctant to assume that you would knowingly become a party to any such undertaking. I am certainly not conscious of the fact that the *Reader's Digest* has ever, with full knowledge of the facts, set out to spread a series of grave libels against any person. I think, too, that you will readily appreciate the fallacious legal foundation for your promotion of such libels. Even the "record" thus far, so obviously incomplete and one-sided and publicly recognized as unfair, cannot be used as a screen to hide behind by anyone as a privilege in destroying me.

Pending word from you I choose to assume that you and the management of the *Reader's Digest* have not known what is afoot. I shall appreciate word from you at your earliest convenience.

Sincerely yours

/s/ JAMES LAWRENCE FLY
Chairman

Dear Mr. Fly:

Mrs. Palmer, a successful free-lance writer, has had a recent assignment from us to scout for article ideas.

Your letter is the first intimation I have had that she plans to suggest an article about you. Roughly, I should say that we consider a hundred proposed subjects for each one that is finally developed for use in the Digest. Hence I hasten to assure you that you need not be unduly concerned.

The *Reader's Digest* is not a "smear" sheet; I doubt whether any leading magazine has so consistently refrained from presenting individuals in an unfavorable light. As it happens, I'm not familiar with the report of the Cox Committee. If, by any chance, we should make an investigation into the subject, you may be certain that it will be exhaustive and fair.

As I haven't the slightest idea what Mrs. Palmer has in mind, I can't be more definite at this writing.

Thank you for your letter, which will be useful when we hear from Mrs. Palmer.

Sincerely yours,

/s/ DEWITT WALLACE

## Muzak Campaign

MUZAK Corp., New York, has appointed J. M. Mathes Inc., New York, to handle its public relations and advertising. Plans call for an intensive campaign in trade papers and through direct mail on the use of Muzak music for industry.


*Every issue of*

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

*On the following New York Newsstands NOW*

- RCA Building
- Times Square Bldg.
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# SOMEDAY

**(When Tomorrow Comes Along)**

**Music by Robert Stolz, words by Edmund Anderson**

From the motion picture *It Happened Tomorrow*

**To be introduced coast-to-coast on CBS, May 24th**

## Great Moments In Music

with

Jean Tennyson
Jan Peerce Igor Gorin
Robert Stolz (conductor)

*Sponsored by Celanese Corporation of America*

# BMI

New York Chicago Hollywood



**"ORDERING 104 MORE SHOWS"**

advises Fred Cannon—**ALL-CANADA RADIO LTD.**

# THE SHADOW

Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 — MEXICO, D. F.

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SPORTS
MUSIC
NEWS

W ★ H ★ N

50,000 WATTS — DIAL 1050

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

# Actions of the FEDERAL COMMUNICATIONS COMMISSION

## —MAY 13 TO MAY 19 INCLUSIVE—

## Decisions . . .

### MAY 16

**KMTR Los Angeles**—Granted transfer control from Reed E. Callister (and Miss K. L. Benning) to Mrs. Gloria Dalton, through transfer 337½ shares (33.75%) in compliance with judgment of Superior Court of Cal.

**KWKW Pasadena, Cal**—Granted voluntary assignment license from Southern California Broadcasting Co. to Marshall S. Neal, Paul Buhlig, Edwin Earl and E. T. Foley d/b Southern California Broadcasting Co., newly formed limited partnership.

**KIUL Garden City, Kan.**—Granted voluntary assignment license from Garden City Broadcasting Co. to Frank D. Conard d/b Radio Station KIUL.

**WCLE Cleveland**—Granted CP change 610 kc to 640 kc, increase 500 w to 1 kw, change operation from D to limited (facilities of WHKC), install DA and move transmitter and studio from Cleveland to Akron. Subject to Jan. 26 Policy and conditions.

**WHKC Columbus, Ohio**—Granted CP change 640 kc to 610 kc, increase 500 w to 1 kw, increase operation from L-KFI to unlimited and install DA-N (facilities of WCLE). Subject to Jan. 26 Policy.

**WMIS Natchez, Miss**—Granted CP change 1490 kc to 1240 kc (contingent on KALB changing to 580 kc).

**WSON Henderson, Ky.**—Granted petition reinstate and grant application for mod. CP increase 250 w D to 500 w D, make changes in equipment, subject to Jan. 26 Policy.

**State University of Iowa, Iowa City**—Granted CP new station, 42,700 kc, 1 kw, unlimited, special emission for FM.

**WRBL Columbus, Ga.**—Granted request for 30-day extension time within which to satisfy terms of conditional grant of CP install synchronous amplifier in accordance with WPB clearance.

**WMFR High Point, N. C.**—Granted petition requesting finding that multiple ownership rule is inapplicable to WMFR and WGBG.

**WGBG Greensboro, N. C.**—Same.

**Earl C. Anthony Inc., Los Angeles (KFI KECA)**—Denied petition for extension licenses under Order 84-B to Oct. 1, 1945; designated license renewal applications for hearing, and authorized extensions of licenses pending determination of renewal applications.

**Spartanburg Advertising Co., Spartanburg, S. C. (WORD WSPA)**—Denied petition for continuance of effective date of Sec. 3.35 of FCC Rules for period of 6 mo. from May 31, 1944.

**Westinghouse Radio Stations Inc., Fort Wayne, Ind. (WOWO WGL)**—Granted petition for extension licenses for 60 days, in order to complete negotiations to comply with Sec. 3.35 of FCC Rules.

**WIBG Philadelphia, Pa.**—Authorized Engineering Department to grant further continuances of program tests for period aggregating not more than six months.

### MAY 17

**WOCB Near Hyannis, Mass.**—Granted license to cover CP for new station.

**KGLO Mason City, Ia.**—Granted mod. license change corporate name from Mason City Globe-Gazette Co. to Lee Radio Inc.

### MAY 18

**KDRO Sedalia, Mo.**—Adopted decision and order granting voluntary assignment license from Albert S. and Robert A. Drohlich, d/b Drohlich Bros. to Milton J. Hinlein.

## Applications . . .

### MAY 15

**Potomac Broadcasting Corp., Alexandria, Va.**—CP new standard station, 730 kc, 250 w, D.

**WXYZ Detroit**—CP new commercial television station, Channel 2.

**KFJI Klamath Falls, Ore.**—Transfer control from George Kincaid, executor of the last will and testament of John A. Kincaid, deceased, to George Kincaid.

**KXL Portland, Ore.**—Special service authorization operate from LS to 11:30 p.m. (PST), using DA, in order to broadcast baseball games.

**KGEK Sterling, Col.**—Mod. license change operation Sunday from 11 a.m. to 12:15 p.m. and 2:30 p.m. to 3:30 p.m., to 2:30 p.m. to 4:45 p.m. (MST).

### MAY 16

**Blue Network Co., New York**—Extension authority transmit programs to CFCF and CBL and Canadian Broadcasting Corporation for period beginning 6-2-44.

**Beer & Koehl, Ashland, Ohio**—CP new FM station, 48,900 kc, 8,494 sq. mi., $25,000-$30,000 estimated cost.

**WBTH Williamson, W. Va.**—Transfer control from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and Helen S. Tierney through transfer 144 shares.

**WROL Knoxville, Tenn.**—CP increase 500 w N 1 kw D to 5 kw DN, make changes transmitting equipment and DA-N.

**WELO Tupelo, Miss.**—License cover CP authorizing new standard station.

**WSPA Spartanburg, S. C.**—Voluntary assignment license from Spartanburg Advertising Co. to Piedmont Radio Inc.

**WORD Spartanburg, S. C.**—Voluntary assignment license from Spartanburg Advertising Co. to Palmetto State Broadcasting Co.

**National Broadcasting Co., near Dixon, Cal.**—CP new international station, 50 kw, A3 emission.

### MAY 17

**Seneca Broadcasting Corp., Rochester, N. Y.**—CP new standard station, 1240 kc, 250 w, unlimited.

**United Detroit Theatre Corp., Detroit**—CP new commercial television station, Channel 4.

**KSO Des Moines**—Voluntary assignment license to Kingsley H. Murphy.

**KTMS Santa Barbara, Cal.**—Special service authorization to permit broadcasting information to longshoremen at 2:30 p.m. (PST) daily and Sunday, as a public service and without charge, in accordance with request of Pacific Coast Maritime Industry Board, for period ending 8-1-44.

### MAY 18

**Blue Network Co., New York**—Authority to transmit programs through KFJZ Fort Worth, Tex., and the Texas State Network to XELO Ciudad Juarez, Mexico.

**WFPG Atlantic City**—Voluntary transfer control from Pauline Bachmiester, Ezra Bell, Allen B. Blankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rupp, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene, John C. Woulfe, Samuel Sabaroff and A. Harry Zoog to John J Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N Berkman, Charles Swaringen, Joseph Troesch and John L. Merdian.

**WOW Omaha**—CP new commercial television station, Channel 1.

## Tentative Calendar . . .

**Calumet Broadcasting Corp., Hammond, Ind.**—CP 1520 kc, 5 kw D. Set for May 25.

## Godwin for Hastings

HASTINGS MFG. Co., Hastings, Mich., manufacturer of piston rings, will sponsor Earl Godwin, Washington commentator, on 170 Blue stations, Friday, 10-10:15 p.m., starting July 7. Contract for 52 weeks was placed through Keeling & Co., Indianapolis.

WANTED TO BUY FOR CASH

250 watt transmitter and all accessories. Give full details, description, price, etc.

BOX 298
BROADCASTING

WANTED TO BUY
*FOR CASH*

One Kilowatt transmitter and all accessories. Give full details, description, etc.

•

Box 297 BROADCASTING

*WANTED...*
PROMOTION MANAGER

Basic NBC station in large midwestern city has an excellent opportunity for an experienced station promotion man. Must have successful record of experience in radio station promotion. In applying give full information regarding experience, salary earned, age and draft status.

WRITE BOX 283, BROADCASTING

# Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word All others, 15c per word. Bold face caps 30c per word. Effective May 22 ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

## Help Wanted

**WANTED — TRANSMITTER ENGINEER HOLDING RADIOTELEPHONE FIRST LICENSE FOR 5 KW MIDWEST STATION. $42.50 WEEK AND EIGHT HOURS OVERTIME. SUPPLY OUTLINE OF EXPERIENCE, EDUCATION, DRAFT STATUS, AND ENCLOSE A SNAPSHOT. ADDRESS BOX 90, BROADCASTING.**

**Chief Engineer**—First Class License, 250 watt midwest local station. Congenial work. Give draft status and minimum salary. Box 127, BROADCASTING.

**Washington Engineering Firm** needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

**Wanted:** Two announcers. Must be tops and draft exempt. Salary $75.00 weekly. Station operates 120 hours weekly. Announcers must split shifts. Box 263, BROADCASTING.

**Announcer**—Experienced and draft exempt for Gulf Coast Station—control board experience and restricted license preferred. If not ambitious for radio career and willing to earn it, do not apply. Include full qualifications in first letter. Forty hours $40. Box 264, BROADCASTING.

**Production Manager-Announcer.** Georgia Station, network affiliate. Interested in man who has been exposed to good station operation. Excellent opportunity. $45 week basic salary. Write fully to Box 276, BROADCASTING.

**Sports Announcer** capable of play-by-play. State fully experience, salary first letter. Box 278, BROADCASTING.

**Announcer**—Top-flight, experienced, capable, ad-lib, straight. Real opportunity for sound far-sighter performer. Outstanding New England 5 kw. Give all details, availability, salary requirements first letter. Prompt reply. Box 292, BROADCASTING.

**Transmitter Engineer.** 5 KW RCA equipped station. Draft deferred or exempt. Permanent. State full particulars and salary expected. WAKR, Akron, Ohio.

**Wanted**—Chief Engineer, 250 watt, Blue Network Station. State salary and experience. WGRM, Greenwood, Mississippi.

**Operator** first or 2nd class. 5 KW. CBS station, good pay, working and living conditions. Merit system assures future advancement. Send background story and photo WKNE, Keene, New Hampshire.

**Announcer** wanted at once: 250-watt station. WCMI, in Ashland, Kentucky. Give full particulars in first wire or letter.

**Wanted:** Transmitter engineer, WARW, Clarksdale, Miss.

**Wanted:** Transmitter engineer first, second or third class license. For complete details write or wire chief engineer, WIBX, Utica, N. Y.

**Wanted**—1st or 2nd class transmitter engineer for 5000 watt CBS affiliate. Post war plans include 10 KW FM station. Excellent opportunity. Address H. R. Beckholt, Chief Engineer, WSPA, Spartanburg, S. C.

**Production Manager** capable supervising all studio activity and acting as assistant program manager. Not a duration job. Regional station, network affiliate between New York and Chicago. State previous experience, draft status, salary expected and references. Box 294, BROADCASTING.

**Recording Engineer:** Recording Studio offers good salary, excellent working conditions. When applying give full information technical background, education, references, if possible picture. United Broadcasting Co., 201 N. Wells St., Chicago.

**Accountant**—to work as assistant to auditor in mid-west regional station. Good opportunity in lieu of expanding operations. Box 295, BROADCASTING.

## Situation Wanted

**Versatile Man?** Announce. News, Emcee, Act, Mss. Program Ideas, Human interest, Originality. Newspaper, Theatre, Radio background. Non draft. Details first letter, please. Box 87, BROADCASTING.

## Situations Wanted (Cont'd)

**Commercial Manager** with 12 years highly successful managerial and sales record in Radio's most competitive market, New York, desires change of location. Willing substitute $15,000 annual income for pleasant opportunity with progressive Southern or Western Station wishing gain national reputation as outstanding outlet in Sales, Showmanship, Programming, Public Service, etc. Will accept moderate salary plus commission, over-writing or percentage arrangement. Don't hesitate write in confidence. Box 194, BROADCASTING.

**Qualified Announcer-Newscaster** — Will prove himself credit to company he serves. Prefers west. Draft classification 4-F. Pleae give particulars first letter. Box 217, BROADCASTING.

**Station Manager** or **Commercial Manager,** age 38, married, dependable, 6 years newspaper display, 6 years radio, ten years with same newspaper-radio combination. Experienced all phases of radio. Now employed, quality of offer more important than immediate opening. If you have good solid proposition with better than average possibilities write Box 250, BROADCASTING.

**General Manager,** available now. Ten years unusually successful station management experience, major and secondary markets. Familiar three national networks, and regional network operation. Former managing director, later elected president (1942) of regional network, resigning to enlist. Network positions held simultaneously with station management. Five years general manager present location, with excellent record, references, and reason for verifiably voluntary resignation. Seeking betterment, will consider quality management situation with permanence, full responsibility complete operation, stable ownership, compensation comparable my thorough experience. Have offers present area, but prefer warmer, milder climate. Especially interested south, southwest, southern California. Health good, married, 35, temperate. Honorably discharged from Navy. Replies held confidential. Box 275, BROADCASTING.

**Versatile,** experienced producing-writing-announcing team desires permanent connection with southern California station or agency. Box 277, BROADCASTING.

**Announcer**—News-Sports. Program Director. Family man—age 32. $300 month minimum. Box 279, BROADCASTING.

**Newsman,** promotions, publicity — seven years newspaper and radio background; radio news writer; promotion ideas, ad copy and layout; prefer chain affiliate in Midwest; now at 5000 watt regional; college graduate; best references; available immediately; salary open; 28; 4-F. Box 288, BROADCASTING.

## Situations Wanted (Cont'd)

**Announcer**—10 years experience, draft exempt, 3 years specialization in news, qualified commentator-editor, extensive travel and study. Prior to special assignment handled interview and ad-lib programs including record features. Consider only permanent good paying position. Prefer to continue news and interview shows exclusively. Reply Box 282, BROADCASTING.

**Announcer**-continuity writer—Experienced both metropolitan independent, network affiliate. Pleasing personality. Married, draft exempt. Transcription available. Box 284, BROADCASTING.

**Chief Engineer**—Position with station with plans for post war expansion. 9 years broadcast operation, construction and maintenance. Box 289, BROADCASTING.

**Announcer;** draft deferred; graduate of announcer's school; some experience; ambitious. Available on 48-hour notice. Box 290, BROADCASTING.

**Young Man,** 4F, 23 yrs. Would like job as switchboard operator in some radio station and to learn Radio Business. One year experience as switchboard operator fire dept. Available on two weeks notice with present employer. Address Francis L. Oyster, Jr., 24 Lawrence Ave., Kensington, Maryland.

**Available immediately** announcer-operator 4-F with no possibility of reclassification. One year experience. Includes six months studio consolette operation. Write T. S. Duncan, Jr., 6103 Pershing Road, St. Louis 12, Missouri.

**Chief Engineer's** position wanted. Two years broadcast experience. Age 21, single, army discharge. Available immediately. Box 296, BROADCASTING.

## Wanted to Buy

**Wanted**—One KW and 250 KW transmitters if condition can be made usable. Age no factor. Box 180, BROADCASTING.

**Wanted**—Broadcast station Transmitter Towers with or without lighting equipment. Box 182, BROADCASTING.

**Wanted to buy** either 250, 500, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

**Wanted to Buy**—Local station in Southwestern, Pacific or Inter-Mountain states. Box 265, BROADCASTING.

**Wanted:** Complete equipment for 250-Watt Station or any part. Box 266, BROADCASTING.

**Wanted:** 16 WE Type 241-A or similar patch plugs or 8 cords with 241-A plugs. Box 281, BROADCASTING.

## Wanted to Buy (Cont'd)

**Wanted**—Broadcast Equipment for 250 Watt Station. Need everything from turntables to towers. If you have a 180 foot tower, transmitter, frequency monitor, Modulation monitor, amplifiers, turntables for immediate cash sale, address Box 238, BROADCASTING.

**Equipment to Buy:** 10 KW audio modulation equipment: Modulation transformer Pushpull Class B 891'Rs-9000 ohms to 4300 ohms load. Driver transformer for above 891'Rs. Modulation choke 50 Henry 1.8 amps. Power supply components 8000 volts DC at 2.5 amps-3 phase 220 volts 60 cycle source. Box 285, BROADCASTING.

**Wanted:** 5 KW Transmitter. Give detailed information. Box 287, BROADCASTING.

**Will pay cash** for FCC approved 250 watt transmitter and complete equipment for 250 watt station. Box 291, BROADCASTING.

**Wanted:** F. C. C. approved frequency and modulation monitors Studio Console and associated equipment. P. O. Box 2204, Birmingham, Ala.

**Wanted**—General Radio 516-C or similar Radio Frequency Bridge. State price and condition. Radio Station KFBB, Great Falls, Montana.

## For Sale

**For Sale:** 125 foot tower suitable support FM antenna also 200 ft to 300 ft Radio tower. Box 269, BROADCASTING.

**For sale** by WLBC, Muncie, Indiana, two Western Electric turntables 33 1/3 RPM only. Type formerly supplied with World Transcriptions. Includes both vertical and lateral pickups. Western Electric 2 channel mixer and equalizer. First Western Union money order for six hundred twenty five ($625) dollars takes equipment. F. O. B., Muncie, Indiana. No parts sold separately.

**Dubilier** Mica Transmitting Condensers, aluminum case, type CD 158; working voltage 12,500; .004 MFD. $15.00 each. N. R. Keidan, 515 W. 110th St., New York City.

**Presto** model "K" recorder. R. T. Patton, 3034 Newark St., Washington, D. C.

**EQUIPMENT WANTED**

250 Watt Transmitter. Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.

**BOX 199, BROADCASTING**

# *ANNOUNCER WANTED*

Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position and have the ability to advance to an executive position. Includes references, phone number, snap shot and all other pertinent data in first letter. All replies confidential.

***BOX 293, BROADCASTING***

**FOR SALE**

5 kw. fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

**BOX 286 BROADCASTING**

# IBEW Threatens Strikes at 25 Stations

## Petrillo 'Pancake' Deal Arouses Resistance

By JACK LEVY

THREAT of strikes of technicians of the International Brotherhood of Electrical Workers (AFL) at some 25 stations in various parts of the country, beginning June 1, developed last week as the result of James C. Petrillo's move to take over jurisdiction of turntable operations in network-owned stations.

Indignant over the failure of their international office to officially notify them that their contracts have been changed or their jurisdiction affected, IBEW locals representing stations in San Francisco, Hollywood, Cincinnati, Duluth, Charlotte, N. C., and Washington, D. C., have filed formal protests with their organization and served notice that they will not permit the American Federation of Musicians to trespass on any of their functions.

### Conciliator Named

In the meantime, the Conciliation Service of the Dept. of Labor and the National Labor Relations Board instituted proceedings to prevent the National Assn. of Broadcast Engineers and Technicians (NABET) from carrying out their intentions of striking on June 10 at 12 NBC, Blue and Mutual stations if Mr. Petrillo's agreement with the networks giving the AFM jurisdiction on platter turning, effective June 1, is carried out [BROADCASTING, May 8, 15].

The Dept. of Labor named James Fitzpatrick to act as conciliator and an informal conference was held Wednesday in New York with NABET representatives. Another conference was set for this week, with the prospect that the case will be certified to the National War Labor Board.

NABET will ask that the NWLB take action to prevent any change in jurisdiction over the operation of turntables, pending settlement of the dispute. If their request is granted, an interim directive order is likely to be issued by the Board holding the case in status quo until the jurisdictional question is determined.

The NLRB also held conferences during the week with NABET, preparatory to taking a secret ballot to officially confirm the poll taken by the union showing membership support of its strike intentions. Results of the ballot will probably be known before the end of the week.

NLRB has also been conducting informal conferences separately with NABET and network heads in connection with the union's formal protest filed with the Board charging NBC with violating its contract with NABET technicians at WMAQ Chicago. NABET has contended that an exception it granted permitting temporary jurisdiction over turntables to AFM at this station expired and that in entering into an agreement continuing to give AFM this jurisdiction NBC has disregarded its contract with NABET.

NLRB originally intended to hold hearings on the dispute in Chicago, as it was considered a local problem. However, when it learned of the agreement between Mr. Petrillo and all four major networks giving the AFM jurisdiction over platter turning at all network-owned and operated stations it shifted the case to New York, calling in network officials for detailed information on the agreement.

With the disclosure by Mr. Petrillo, in a report of the agreement in *The International Musician*, official AFM organ, that he plans to seek similar agreements throughout the country, members of IBEW as well as NABET saw their jurisdiction in jeopardy. Their fears were increased when they learned that Mr. Petrillo and Ed. J. Brown, IBEW president, entered into an agreement affecting their jobs without consulting or advising them.

### "Helluva Way to Find Out"

Many of the technicians, it developed, learned of the agreement only through BROADCASTING. As one official of an IBEW local remarked: "It's a helluva way for us to have to find out about it, but it's a good thing you told us."

Latest of a list of IBEW locals to take action against the Petrillo deal was local 40 in Hollywood, Cal., which on Thursday charged both CBS and the AFM with a conspiracy to deprive their technicians at KNX of their rightful employment opportunities under their existing agreement. The local served notice on NWLB, NLRB and the Secretary of Labor that a dispute exists and requested that an election be held under the provisions of the Smith-Connally Act to determine their right to strike in the event of an encroachment by the AFM upon IBEW jurisdiction. The union agreement with CBS expires Sept. 30, 1946.

Advised that Mr. Petrillo intends to step in on several network stations on the West Coast on June 1, IBEW members in all West Coast stations have expressed their intention of striking "the moment musicians appear at their stations". It was reported from San Francisco that IBEW and NABET members are considering simultaneous action in opposition to the AFM.

**RIDING GAIN** on transcriptions is a technical operation which has been performed by radio engineers for years and "does not in any way require a knowledge of trumpet playing", says Allan T. Powley, president of the National Assn. of Broadcast Engineers and Technicians. An engineer with WRC Washington, NBC capital key, Mr. Powley is leading the NABET fight against the efforts of the Petrillo musicians union (AFM) to operate the turntables at all network owned stations.

### Leadership Noncommittal

IBEW members at all five Cincinnati stations and at WBT Charlotte have also protested. The technicians at WBT recently signed a supplementary agreement acquiring new jurisdiction on turntables when AFRA relinquished this function. The station is owned by CBS. IBEW technicians at three Washington, D. C., stations had previously voted to resist Petrillo.

Despite the concern of IBEW locals, international headquarters of the union sought to minimize the situation, asserting that only a few "inquiries" have been received from the locals. Asked whether the union was considering calling off its deal with Petrillo, W. L. Reed, international representative in charge of radio, was noncommittal and indicated that the IBEW position on the matter might be announced following a meeting scheduled for Friday in New York with Mr. Brown and New York IBEW locals.

In a statement entitled "Petrillo Grab of Turntables Exposed", Allan T. Powley, NABET president, suggested that the networks entered into their agreement with the AFM "in return for substantial easing of restriction placed on transcribed broadcasts by the musicians".

"In furtherance of this plan", Mr. Powley states, "Mr. Brown of IBEW and Mr. Petrillo of AFM made a deal: Mr. Petrillo was to force NABET into IBEW, for which Mr. Brown would turn over jurisdiction of all turn-table operation, disregarding the three-year contract now existing between IBEW and CBS which gives this right to the radio men of IBEW.

"The radio men of IBEW were not given a chance to vote on this matter—in fact, they knew nothing about the Brown-Petrillo contract which so vitally affects them. It now develops that had NABET joined IBEW, Petrillo would have sprung the contract and double-crossed both NABET and the radio men of IBEW.

"The pressure was put on. Rumors were rife to the effect that NABET would join IBEW any day. In fact, an executive of one of the networks, while on a trip to the coast, approached members of NABET for the purpose of expounding the advantages of joining IBEW. His 'suggestions' were not only met with disfavor, but, as a matter of fact, caused greater unity and determination among the membership to repel and fight any affiliation with IBEW."

Drawn for BROADCASTING by Sid Hix

*"Are You Bothered By Underarm Perspiration?"*

# FOSTER, OHIO... *Fragment of AMERICA*

That Fragment of America down there
Is Foster. Some Folks, though, recall it best
As Foster's Crossing; how that name revives
Familiar scenes and sounds of years ago!

The Hoppe's Island outings every week,
With Basket lunches spread on shaded grass;
The inlet, arched with trees, where children splashed
In knee-deep water, while their elders dared
The current of the stream; the old iron bridge;
The mill; its droning falls; the summer camps;
The little boats adrift at calm of dawn
On quiet waters where the bass abound;
The white frame church, its steeple skyward aimed,
A pointing hand, directing men to God.

How small this fragment seems! What is its worth?
No thriving market here, where needs are few;
Yet, here folks live, and work, and play, and love,
And wed, and rear their young—for this is home.

No—FOSTER may not mean an awful lot
To anyone at all . . . except, of course,
To folks who call it home, and always will,
And folks they welcome in their homes—like us.

**WLW**

***The Nation's Most Merchandise-able Station***

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